AUSTRALIAN

No. 269

MAD

*$2.50 N.Z.
(INCL. G.S.T.)
CHEAP!

TELEVISION SUPERSTAR
ALFRED E. HEADROOM

HEAD OF THE YEAR

Not For BABY BOOMERS Only

AUSTRALIAN

SUPER SPECIAL No.59

MAD BOMBS

OUR PRICE $2·90* S3·95 N.Z. (INCL. G.S.T.) CHEAP!

80 PAGES OF EXPLOSIVE DUDS SALVAGED FROM PAST ISSUES

FEATURING A 10-PAGE PORTFOLIO OF SPY VS. SPY

INCLUDING THEIR CLASSIC FIRST ENCOUNTER!

Dynamite schtick for anyone looking for a fuse good laughs!

On sale now wherever MAD Bombs are sold!

NUMBER 269

MAD

"An argument is two people trying to get in the last word first."
—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*
LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *editorial assistants*
DICK DE BARTOLO *creative consultant* **BILL NEGRON** *layout*
JACK ALBERT *lawsuits* **ANNE GRIFFITHS** *logistics*
GLORIA ORLANDO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

DEPARTMENTS

A BRUSH WITH THE JAW DEPARTMENT
Chews Your Weapon 38
A BAD CASE OF THE RE-RUNS DEPARTMENT
"I Love Luny" (A MAD TV Satire) 20
A HOLE IN FUN DEPARTMENT
Drama on Page 12 ..... **you FOOL!!**
ALL JAFFEE DEPARTMENT
MAD Mini-Movies 16
A WORD TO DEVICE DEPARTMENT
Odes to Appliances, Gadgets and Other Modern Conveniences 39
A YEAR TO DISMEMBER DEPARTMENT
"Stand But Me" (A MAD Movie Satire) 4
BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of 24
DICK DePARTMENT
Fundraisers That Never Made It 13
DON MARTIN DEPARTMENT
Around Noon on a Downtown Street Corner 29
Late One Afternoon in the Dungeon 34
THE DOOR JAM DEPARTMENT
MAD Door Signs 35
HACK TO THE FUTURE DEPARTMENT
TV Spinoffs Yet to Come 45
IT'S WANING CATS AND DOGS AND...DEPARTMENT
Your Pet Has Reached Blissful Retirement When 22
JOKE AND DAGGER DEPARTMENT
Spy vs. Spy 44
LETTERS AND TOMATOES DEPARTMENT
Random Samplings of Reader Mail 2
MARGINAL THINKING DEPARTMENT
"Drawn Out Dramas" by Sergio Aragones ..... **
MEASURING UP-SCALE DEPARTMENT
How Do You Rate as a Yuppie? 42
PAINT MISBEHAVIN' DEPARTMENT
Hidden Details in Art 9
SERGIO ARAGONES DEPARTMENT
A MAD Look at Going to the Movies 30
STAT'S ALL, FOLKS! DEPARTMENT
MAD Charts 48
TAPE ME OUT TO THE BALLGAME DEPARTMENT
Instructional Sports Videos We'd Like to See 32
YOU CAN'T BELIEVE A WORD THEY SAY DEPARTMENT
This isn't going to hurt at all 36

BACK COVER ARTISTS: WILL ELDER & HARVEY KURTZMAN

BACK COVER WRITER: JOHN PRETE

Entire contents copyright © 1986 by E.C. Publications, Inc. 45 MADison Avenue, New York, N.Y. 10022. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. This edition published 1987. Distributed by Horwitz Grahame Pty Ltd., 506 Miller Street, Cammeray, Sydney, Australia, 2062. National Library of Australia Card No. and ISBN 0 7255 1981 9. Printed in Hong Kong by Dai Nippon Printing Co.
*Recommended price only.

W-W-W-Wow, thanks to my hot-shot agent, I'm Mad's "Head of the Year"! I fired him for that, the twit! Okay, so what do you want to know about me? I'm handsome and a S-T-A-R and, being electronic, my hot flashes only last about a milli-second.

What am I su-su-supposed to do now? Oh, introduce the sterling, way-out, hysterically funny articles in this issue! Well, there are none!

But there is a movie sa-sa-satire about four dismal young kids in the middle west and their search for identity...and for a plot. You can read it and search for the jokes!

Let's get back to s-something interesting and talk about how I came into being. I was generated by a computer that went haywire. Yes, I'm a son of a glitch!

Then there's SPORTS VIDEOS THAT NEVER MADE IT...and this article will never make it either, because neither me or MA-MA-MA-MA-DONNA is featured in any of the vid-vid-videos!

And then we have TV SPINOFFS YET TO COME ...And the cl-cl-clowns at MAD once again miss a GOLDEN opportunity to ca-ca-capitalize on my world wide fame. Imagine the spin-offs from my Cinemax show...MAKE HEADROOM FOR DADDY...HEADROOM OF THE CLASS...the endless are possibilities....and vi-vi-vice versa...

Well that's my p-p-p-part in this issue, trying to save it. If I was able to bring a smile to your lips, able to bring a ray of su-su-sunshine into your pitiful existence, hey, then that's why G-G-God put me on a computer screen. Ciao, adios, 'bye ...and play golf!

LETTERS DEPT.

MADLY SANE?

Dead MAD,

I've been collecting MADs for 3 years now and look where they've put me. I have a room all to myself on Sunbury Funny Farm. It has padded walls (I chose the colour) and I've even got my own straitjacket. I think my next one will be leather like Michael Jackson's. Your MAD mags put me here because they made me go Mental, Crazy, Stupid, Bonkers, Nuts, MAD, and MAD. I like reading MAD even though they keep me in here. The things that make me extra MAD are the Don Martain Department and The Lighter Side Of... Well anyway I think MAD's are the BEST!!!

Yours MADly

MAD Muzzy
Melbourne, Vic.

TEMPER, TEMPER

Dear Mental maniacs,

I'm a fanatical follower of MAD, but in Super Special No. 56 I noticed a mistruth in Frank Jacobs. If the Guinness Book of world records dealt with everyday life the longest temper tantrum thrown in history is not eight hours and four minutes accomplished by Billy Winkler in 1979, but in fact 19 hours and 49 minutes, thrown by my brother in 1984. Little House Oh So Dreary in Super Special 57 was great, as was the satire, Bentson.

Yours mentally,

LEECH URCHILL
Hobart, Tas.

IDEAS

Dear MAD,

I am writing to you to suggest some ideas for your mag. You could do a SUPER SPECIAL on Children's Television Programs: here are a few ideas:—

'Masters of the Universe', 'Punky Brewster', 'Voltron', 'Transformers', 'Astroboy', etc. I could go on for hours about programs that you could insult, and I will. Like 'Mr Ed', 'The Twilight Zone', 'Hunter', 'Streethawk', 'Allo, Allo', 'Minder', 'Fawlty Towers', 'The Professionals', etc. How about a satire on "Crocodile Dundee". I think the feature articles (the ones on T.V. and on films), they're great and so are the little comics in the corners of each page. Your satire "Bentson" and "The MAD Dictionary of cliche parental terms" in SUPER SPECIAL #57 was hilarious. I loved "Miami Price" and "Murder She Hopes" in #261. "Moonfighting" in # 264 was Fantasmagorical.

(Yours with Madness)

Chris Brothers,
Sydney, NSW.

P.S. I think your writers are masters of English to devise their own interpretations of phrase to suit each satire, they are great to read, and make this magazine just that bit more Madder.

Crocodile Dundee is coming to MAD soon. — Ed.

UP AN ALLEY

One day I was walking through an alley-way, slowly, step by step. I heard a noise, I spun round and to my surprise, a bunch of muggers were running towards me! I had no choice, I had to RUN! But POW! I ran straight into a rubbish bin. Lucky for me, there was a MAD Magazine in it. I quickly showed the magazine to the muggers and they ran like the wind! What was so bad about this magazine? I looked for myself and...

That's all I remember!

Pierre Neagle,
Hospital for the criminally insane, Vic.

Count yourself lucky. Some of our readers DO remember. — Ed.

Dear MADmen,

I'm writing this letter because I wanted to tell you that your magazines are so EX!!!! I've begged my mum 50,000 times if I could buy a MAD mag. After the begging (next year) she got sick and died. She wrote a will that she'll give me everything she owned. She had $500,000,000 in the bank and it was all mine. From now on, I'm gonna buy a MAD mag every month till I die!! (I'll probably collect them in hell). Bye for now!!

Souri
Sydney, NSW

P.S. I hate my name but I have to live with it!!

Dear MAD spacs,

I have just finished reading No. 264 and No. 57 and want to congratulate on the *@★!!§†!!@ good work. "The Reagan Whitehouse Garage Sale, The lighter side of..., Spy vs Spy, a MAD look at Water Sports, Star Bleech, the Nasty Book, the MAD Running Premier and the rest of the *@★!!§†!!@ magazine," all made me fall out of my bed with laughter. I have 17 mags most of which I have scavanged from the rubbish bin. I think you should do a satire on: The Tripods, The Young Ones, Grease, The Henderson Kids and Crocodile Dundee. If you don't print this letter I'll send a V.A.T. man to where Alfred E. Newman lives. So print this letter for Alfie's sake.

John Jone, Age 11
Edgewater, WA

Dear MAD,

I collect your magazines and I think they are very funny. I like the fold-ins the best I don't know how you do it but I love it. I'm glad the MAD magazines are Australian because they're cheaper for us. I get a laugh off almost every page. If you do one of your next issues I hope you'll put something about the army in it because I'll be more than glad. I hope you never stop doing MAD magazines because then my children can buy them as well. I enjoy reading your magazines from front to back. I hope we can keep in touch.

Yours sincerely,

Lonny Politis

Dear MAD,

Hi my name is Lee. This is the sixth time I've written to you (excluding the one to the editorial department) so I do hope this letter gets printed. I am hooked on your MAD mag and I have 13 MADs and am saving up for your paperbacks MADvertising and sing along with MAD. By the way in one of my letters I asked for a poster and I got it so thanks. Not many people give thanks to some writers and artists so I'll like to say thank you to Stan Hart, Paul Peter Parges, Harvey Krutzman and Will Elder, Angelo Torres, Dan Edwing, Tom Koch and George Woodbridge, just to name a few. Before I sign off I would like to point out to your readers that American MAD is the same as Australian MAD except for the letters page and the front cover.

Lee Harris
Lesmurdie WA

Dear MAD,

I am a MAD MAD reader. I have just finished reading MAD number 265, Garbage pall issue. I have 7 MADs (nos. 253, 262, 263, 264, 265 and Super Specials 55, 56, 57.) I have 8 MADs so I have been reading them for eight months.

I love your MAD look at wrestling so could you please do some satires on actual wrestling bouts from the WWF. (world wrestling federation) In no 262 Rockhead 1v was the MADest and I really loved the movies satire on The Jewel of the Nile as well as Perv-it match.

Yours MADly,

Bradley Elborough,
Nollamara, WA

A PAT ON THE BACK

Dear MAD Haters,

I am discusted about all the bad letters sent in.

To those who think MAD is a waste of time: you don't have to read MAD and should keep your comments to yourself.

The reasons for these bad letters are:

1) You're jealous because you couldn't publish such a good mag.
2) Because your Mum won't let you read such an excellent mag.
3) Your brain only lets you read garbage like cracked or phantom S/3 letters in MAD No. 266 were bad comments instead of good. I think the publishers of MAD are doing a great job, so give yourselves a pat on the back. You've won my money.

A very involved fan of MAD.

Phillipa James,
Bilgola Plateau, N.S.W.

A REAL DORK

Dear MAD, (Many, Abnormal, Dorks)

Hail! After a heavy session of looking at some extremely erotic pictures of naked snails and a cold shower I decided to write (for about the fifth time). I feel that I represent the more mature and refined readers of your magazine. Those of us who only spew when asked to. Those who enjoy a cup of tea and a good chat with no-one in particular. Henceforth, I hereby proclaim the official opening of the O.P.W.I.Q.N.E.R.T. (Organization for People Whose I.Q. Never Exceeds Room Temperature) — rather spiffing wouldn't you say? Anyone may join so long as they measure up to the following specifications:

1) Must be able to speak fluent Gaelic backwards whilst pukeing in slow motion towards all compass points.
2) Must be able to pronounce and spell; brrackenstorfablurrblefrack.
3) Must be mentally stable.

I would be grateful if this letter were to be published (Gasp!) as I feel many would benefit from it's contents. Alas, I fear I must leave, its that time of the day once more, you guessed it, the first show in the Summer Season of "Music for Head Injured Twerps". Ciaobella! (or was is Ciao Pappal?... who knows?...)

Yours Spiffingly,

G. Spoonhead,
(One of those terribly decent chaps from Perth),
Parkwood, W.A.

MAD READERS UNITE FOR ALFRED'S SAKE... WRITE!!
MAD Box 306, Cammeray, NSW. 2062

SUBSCRIBE TO MAD

AND HAVE IT MAILED TO YOUR HOME!

use coupon or duplicate

MAD

AUSTRALIAN MAD MAGAZINE
PO BOX 306
CAMMERAY N.S.W. 2062

I enclose $21.50. Please enter my name on your subscription list and mail me the next 12 Regular issues of

AUSTRALIAN MAD

NAME _____

ADDRESS _____

_____

STATE ____ POSTCODE ____

LOCO-EMOTION PICTURE DEPT. (A YEAR TO DISMEMBER)

I was 12 going on 13, that age when a kid spends hours contemplating how many Oreos placed end-to-end would fit between his backyard and the moon, and has sexual fantasies about Twinkies! Even though I'm more than three times that age now, I still think like a 13-year-old! You'll see what I mean as you read this sophomoric drivel I'm writing-pretentious and strawberry jam-packed with symbols that no one will under-

Let me introduce you to the gang...

REDDY was screwed up because his father believed in "putting your shoulder to the grindstone," but not having one, he put Reddy's ear to the stove instead!

CRISIS had wisdom far beyond his ears, er, years! Not only did he listen to our problems, he charged us five Milky Ways an hour for his advice!

That's me, WORDY! I felt like the "invisible boy" because my parents acted like I wasn't there! My mom used to make my bed in the morning with me still in it!

My gosh, the **train** is coming and we're **trapped** on this **trestle!**

That's not a **train,** Reddy, that's just a **symbol** of **adulthood** bearing down on us!

The **wheels** represent **progress** and **steam** symbolizes childhood **dissolving** into the air!

STAND BUT ME

ARTIST: MORT DRUCKER WRITER: DICK DEBARTOLO

WORM was a fat kid! How fat was he? He was so fat he didn't sit on the front porch—he was the front porch! He was so fat the state required him to register his rear end as an "off road vehicle"! He was so fat...hmmm...I wonder if I should give up this stupid story and write for Johnny Carson instead!

Well, we still better **run like hell**—this is the **same symbol** that **rearranged** every bone in Ray Brownout's **body** when it **hit him** in the **caboose** last week!

This **search** for Ray Brownout's body'll **symbolize** man's vulnerability to the world he created, or is that too **symbol-minded?**

Won't his body be all **mutilated** and **decayed** and **covered** with **blood** and **guts** and **yecch?**

Gee, I sure **hope so!**

At last! A **worth-while** mission in life!

All this talk about **blood** and **guts** is making me **hungry!** Who brought the **food?**

Not me! I just brought my **appetite!** What's for **dinner?**

Zilch! Okay, guys, how much **money** do we have all together?

Not much, only a **dollar thirty-seven!**

Yeah, but don't forget, this is **1959!** That's enough for **four dinners** and a **cab ride home!**

We took a short cut through Crazy Pete's junkyard, but we were very nervous because it was guarded by a vicious dog, Snoopy...

I've been bit! I've been bit! I hope he doesn't have **rabies!**

Worm, what are you talking about? Those stories about **Snoopy** being vicious are **made up!** That wimpy dog wouldn't **bite anyone!**

I'm not talking about **Snoopy! Crazy Pete bit me!**

JUNK YARD

JUNKYARD DOG

?

← BAGELS

LOCKS

I know who you kids are! You're Reddy, the kid with the **loony father!**

My father was a **hero!** He stormed the **beach** at **Normandy!**

The war was **15 years ago!** Your father stormed Normandy **last Friday!** He's **loony!**

There was a gang of punks in town lead by a guy called Ace Comb! They were a tough group. How tough were they? Well, one day they put tattoos on each other's arms...

Gee, this is going to take **forever!**

Wouldn't it go **faster** if we used a **razor blade** instead of an **electric shaver?**

ZNNN

I said they were tough, not smart! But they were more than just punks, they were symbols of what Reddy, Worm, Crisis, and I would become if we stayed on our present courses in that small, dumb town! How dumb was it? Well, in other towns they played baseball in parks! In our town we played on highways!

Another **homer!** Right over some nerd's **own roof!**

MANTLE #42

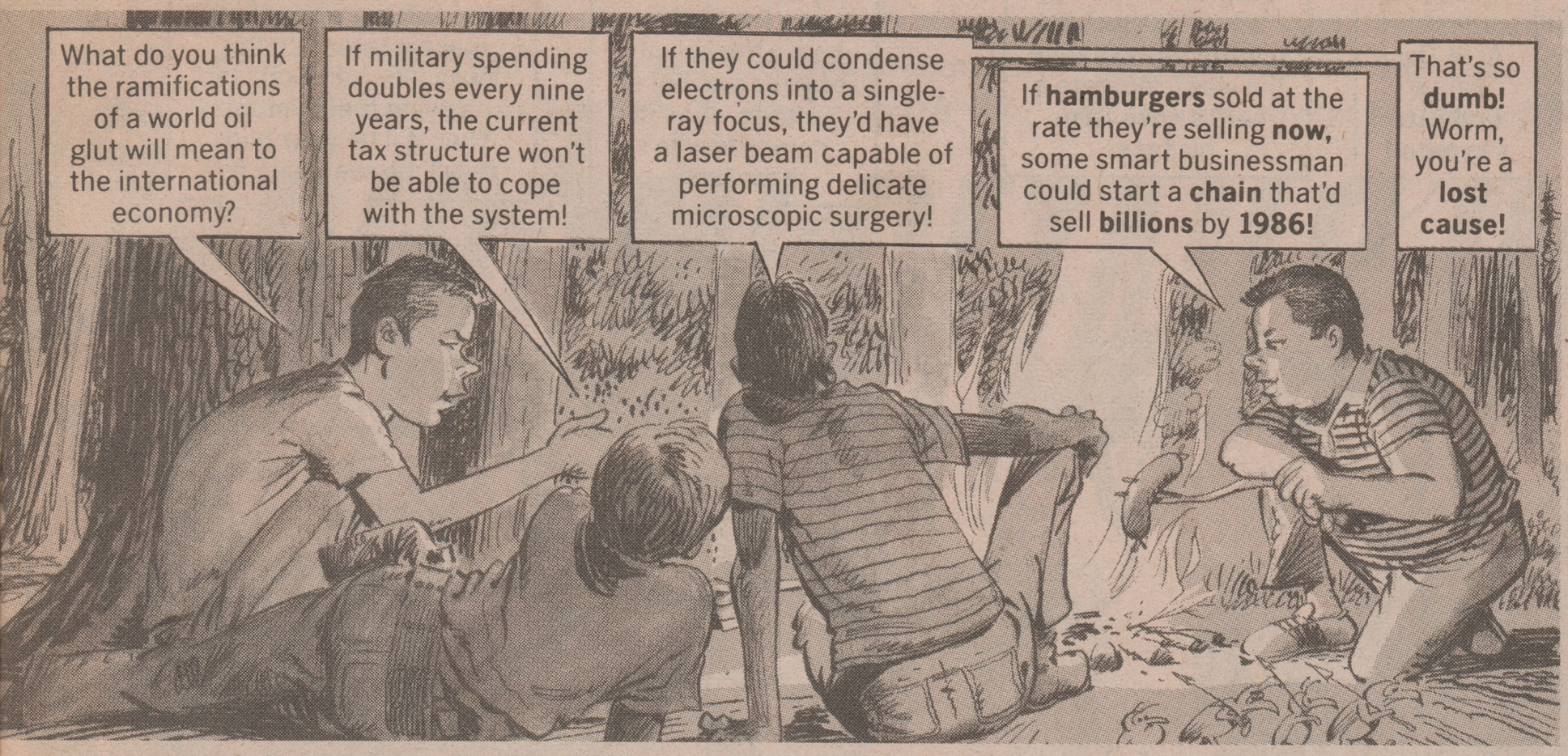
I think they're using **livelier mailboxes** today! These things **really travel!**

ERNIE BANKS #47

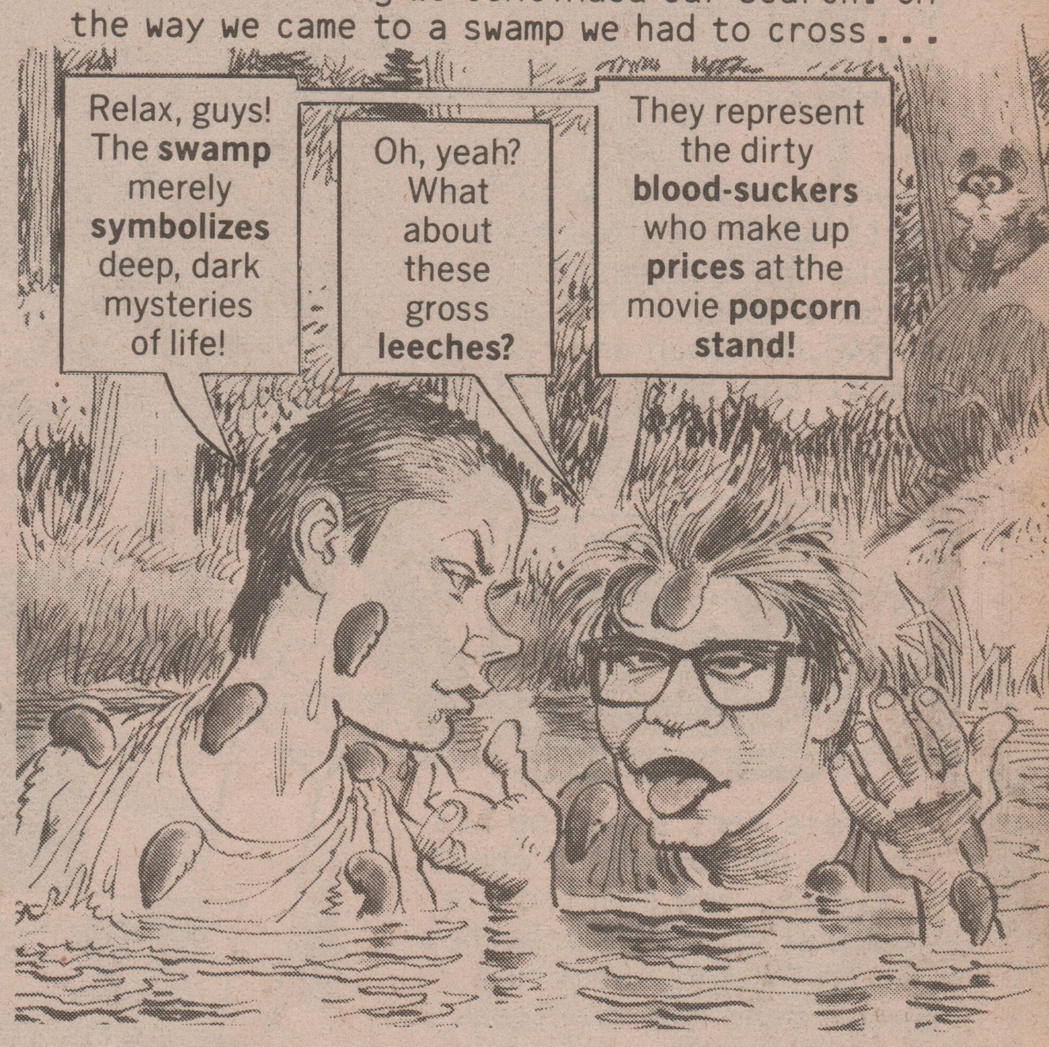
JERKS

www.basicbooks.com

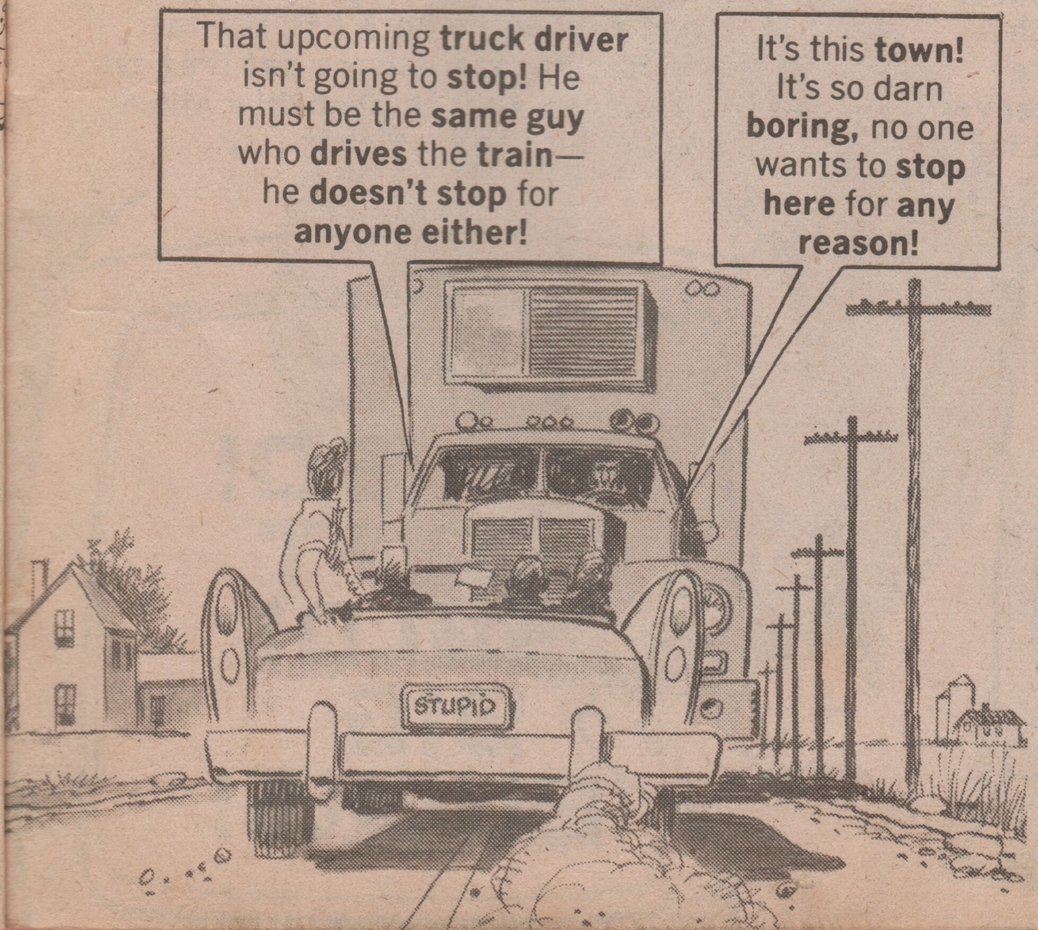
That night we sat around the campfire talking about all those silly things that seem important to young boys before they discover girls...



The next morning we continued our search. On the way we came to a swamp we had to cross...



Ace and the older punks headed out to find the body, too! Bored with "highway baseball," they decided to play "chicken..."



But our gang beat the punk gang to the place where Ray Brownout got hit by the train...

So, you little creeps got to the body **first!** You think you're gonna bring it back to town and get **your pictures** in the **paper!** No way! If anyone's gonna be local heroes, it's **us!**

You don't understand Ace! This isn't a **body,** its a **symbol!**

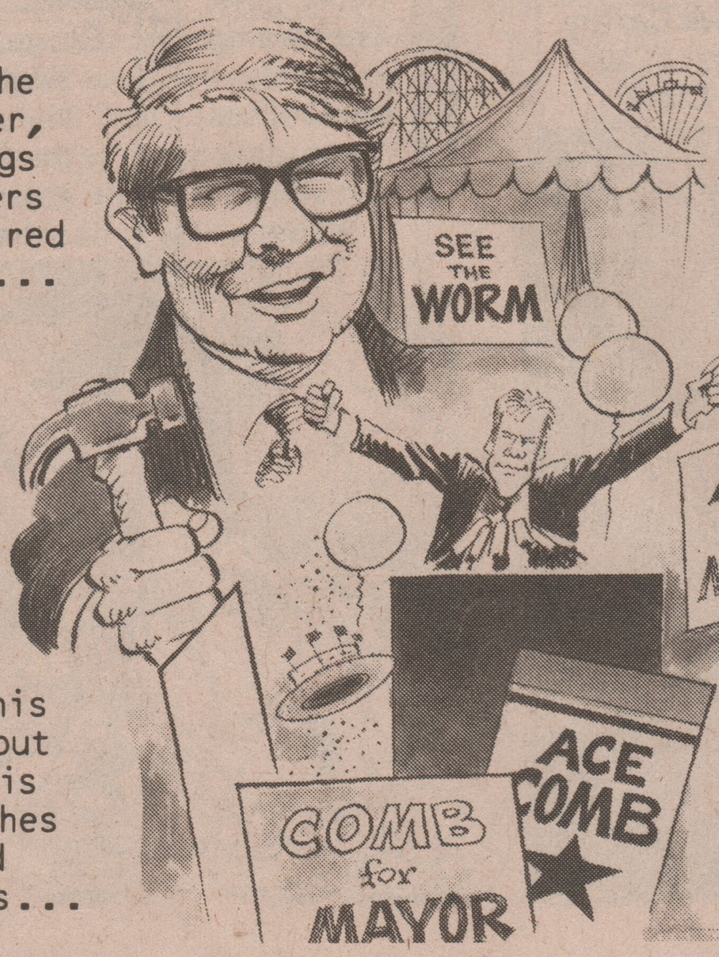
Yeah? Well, this ain't a **knife** I'm holding, either! It's just a **symbol** representing the way I separate a nerd's **nose** from his **face!**

Tough noogies, Ace! **My symbol** of this **gun** I'm holding **beats** the hell out of **your symbol** of a **knife** when it comes to who's **boss** here!

Okay, Wordy, you win **this** round! But someday in the **future,** when they make a **sequel** to this lousy film, you won't be carrying that **symbol!** Then it'll be **your** body they'll be searching for!

So that ended the story. It wasn't much of an ending, but then it wasn't much of a story, either! As for what became of the guys, it was pretty predictable. Everyone ended up as successful as might be expected...

Reddy, enamored with the military like his father, sold the Pentagon things like a carload of hammers at $40,000 each and retired a millionaire at age 23...

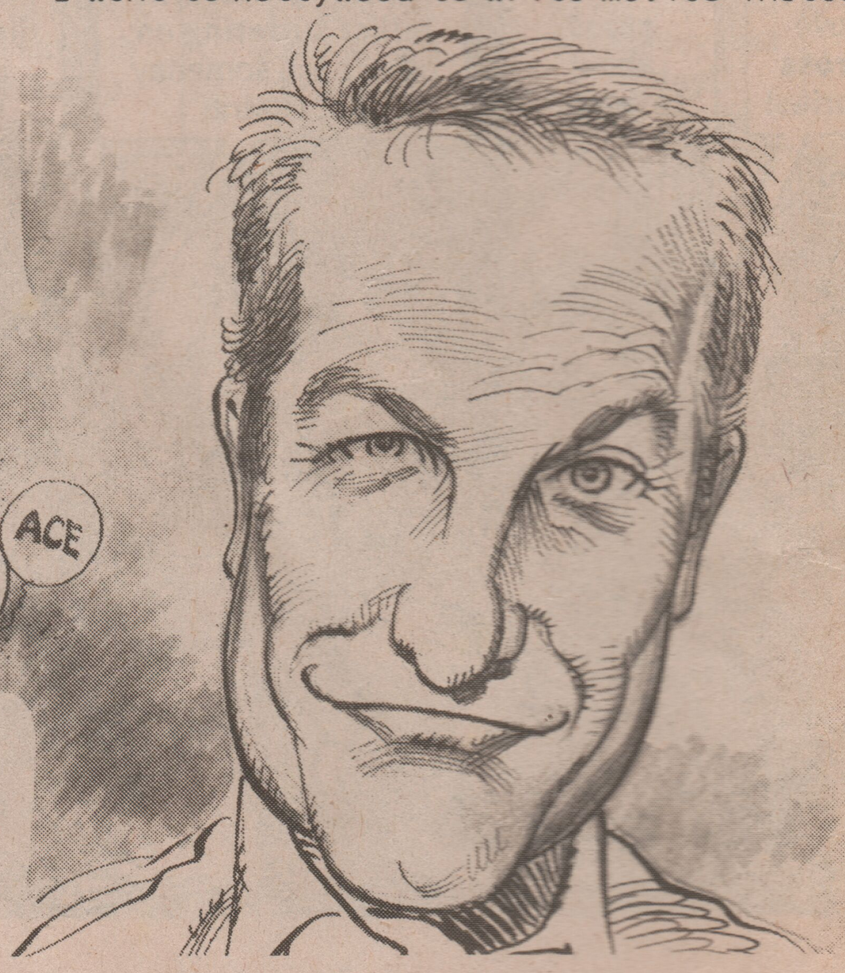


Worm did very well at an amusement park as one of the star attractions...

Crisis kept spouting his nutty philosophies about symbols and started his own religion. He preaches on TV every week and people send him millions...

Ace Comb entered a life of crime as we all knew he would-he became Mayor of the town...

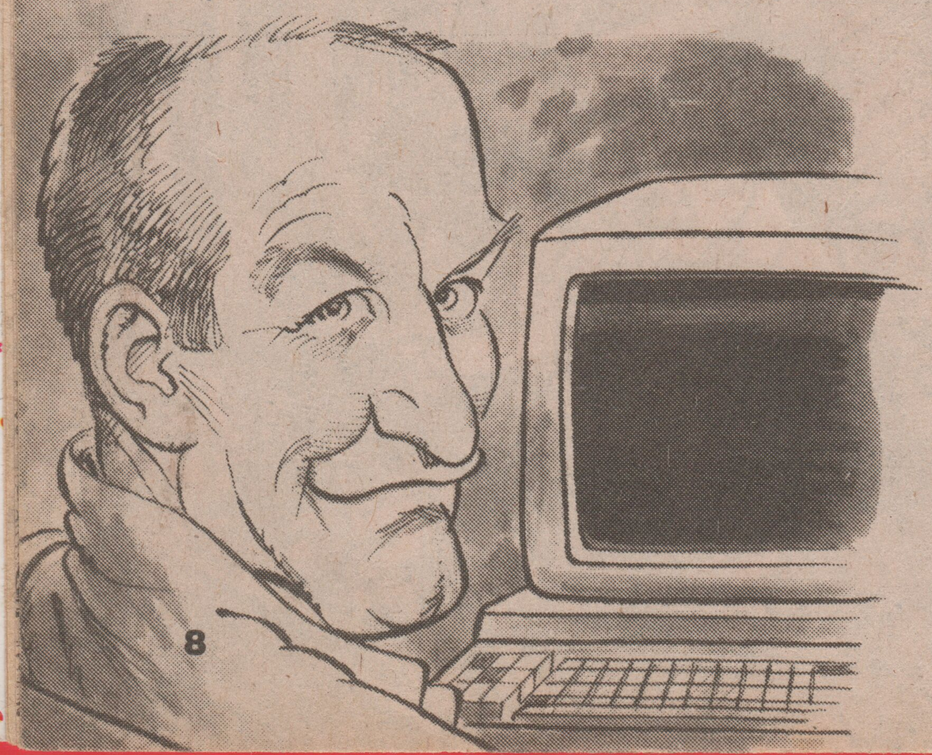
As for me, I didn't have the talent to make it as a real writer as I always dreamed, so I went to Hollywood to write movies instead.

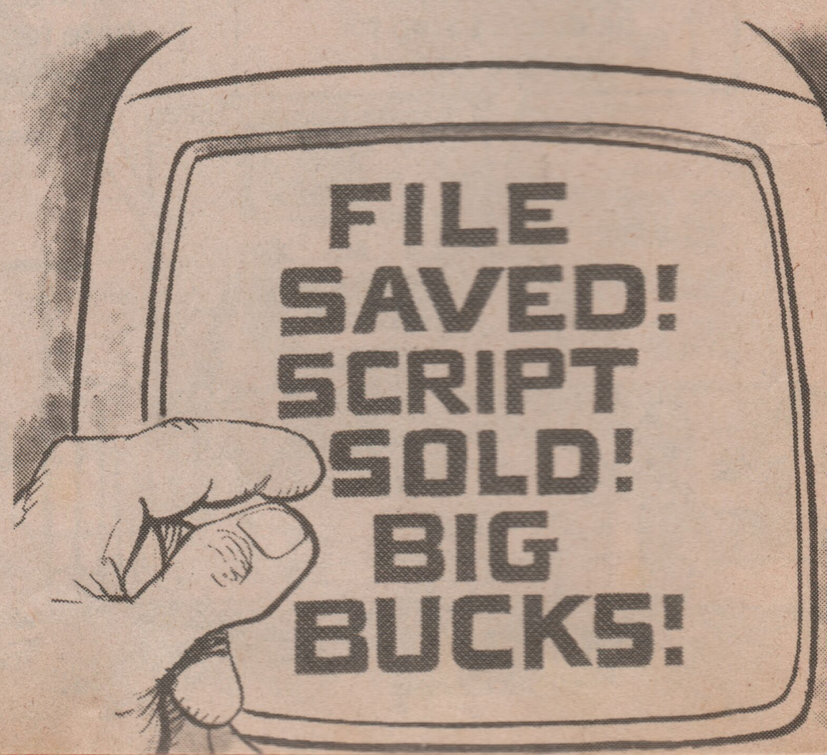


Now, as I look at what I've done on the computer screen, I realize this script is as boring as the one-dimensional characters I hung around with as a kid! But that's one dimension more than the Hollywood characters I hang around with now, so I'll end this tale two ways...

In the movie version I'll look at the screen, read the drivel I wrote, then turn off the computer to go out with my kids-which, as some of you sharp computer people notice, will erase everything I've done! Very symbolic!

But in real life I'll press the "save" key, make a print-out of this script, and sell it tomorrow! I predict that it's bad enough to be a hit movie! And since Mad Magazine does satires on bad hit movies, that's probably where you'll be reading this...



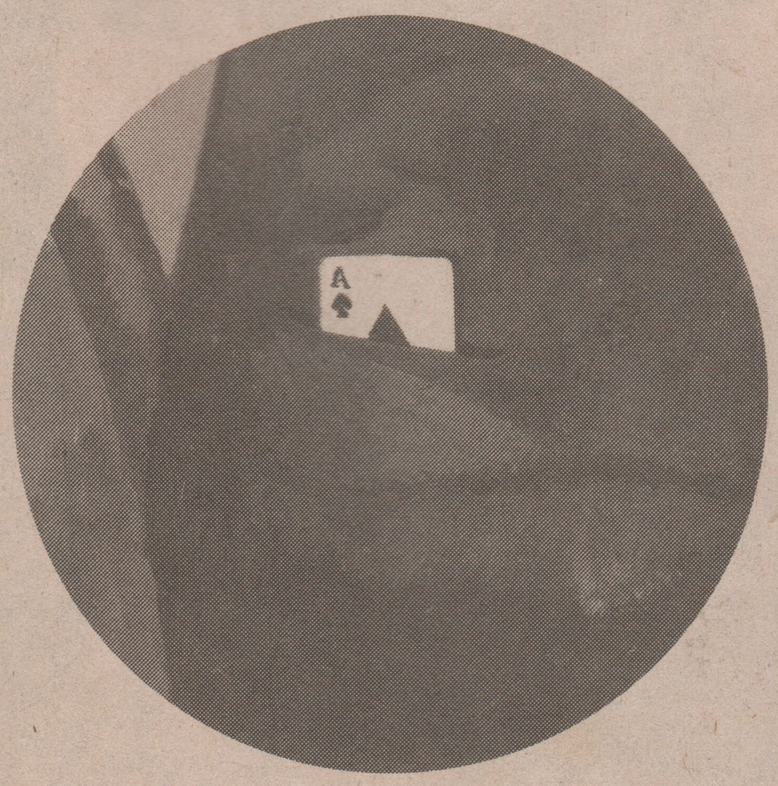


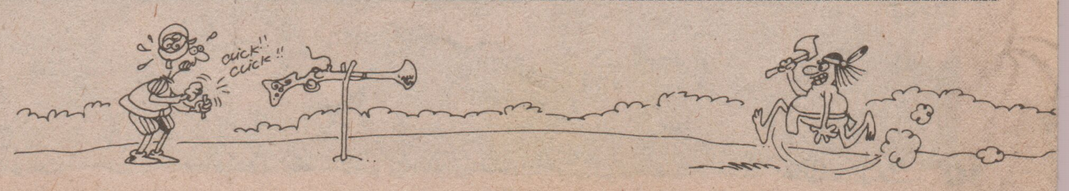
Art historians have discovered many interesting details while examining the under-painting of famous canvases, but Mad, as usual, has gone deeper! We always sink to the lowest possible depths in art and literature, as we shall prove with the following presentation of our discoveries of...

HIDDEN DETAILS IN ART

The painting commonly referred to as *"Whistler's Mother"* may very well be the work mentioned in the artist's diary, *"Mom on the Sauce"* that many historians consider "lost." We submit our findings as anywhere from 80 to 100% proof!

When you poke around a round of poker you're liable to find some "slight of hand" at work! It may be no big deal, but we thought we'd give you the inside straight dope on "Cool Hand" Cezanne and let the chips fall where they may!

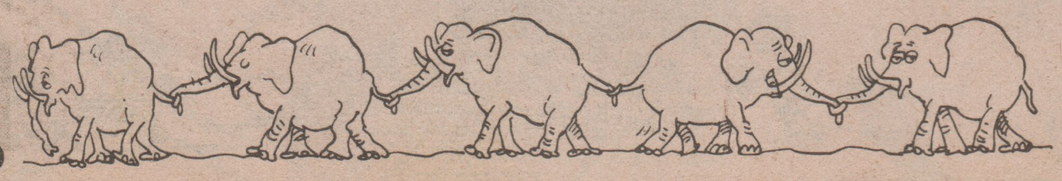


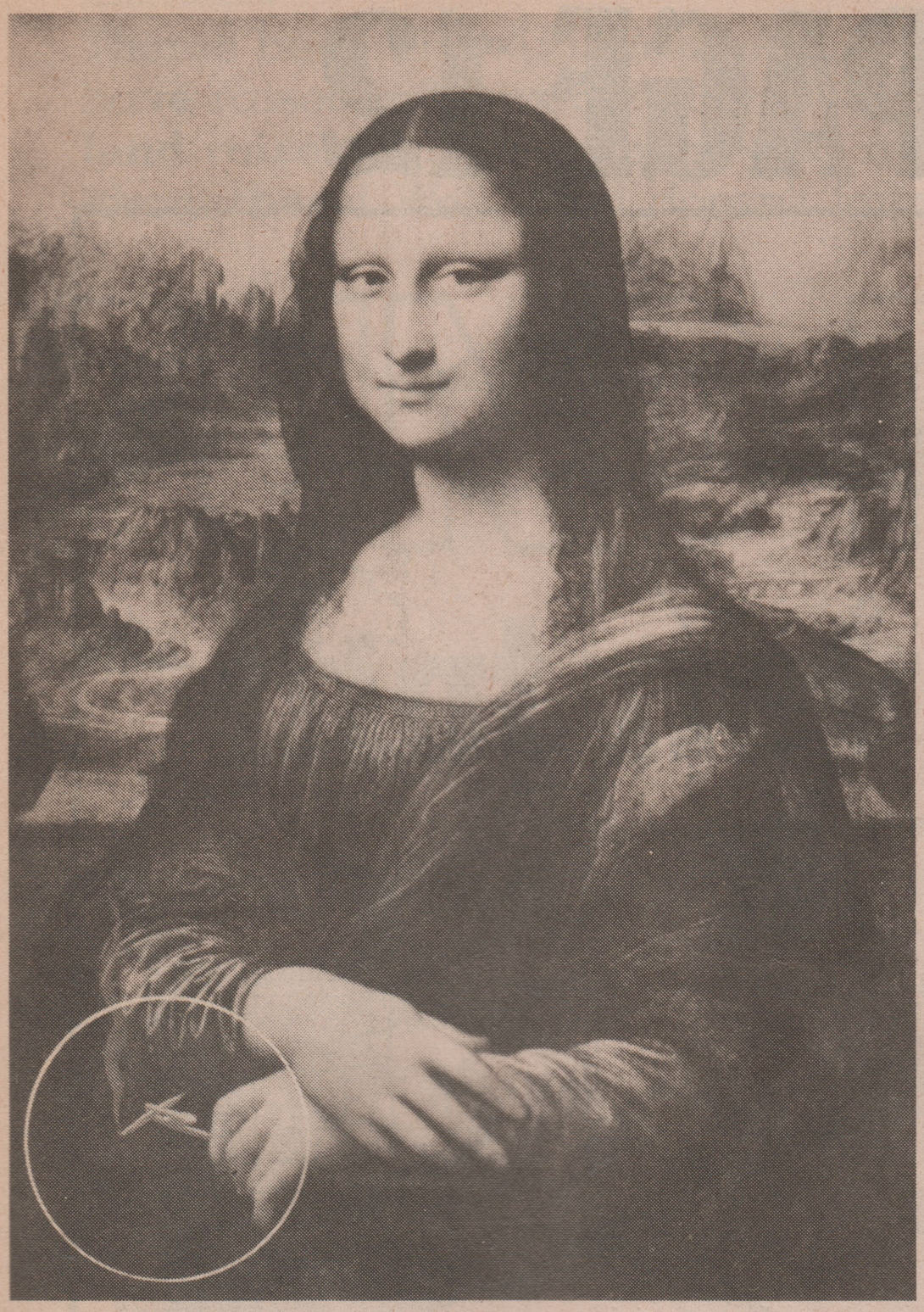


ARTIST: BOB CLARKE WRITER: TOM KOCH

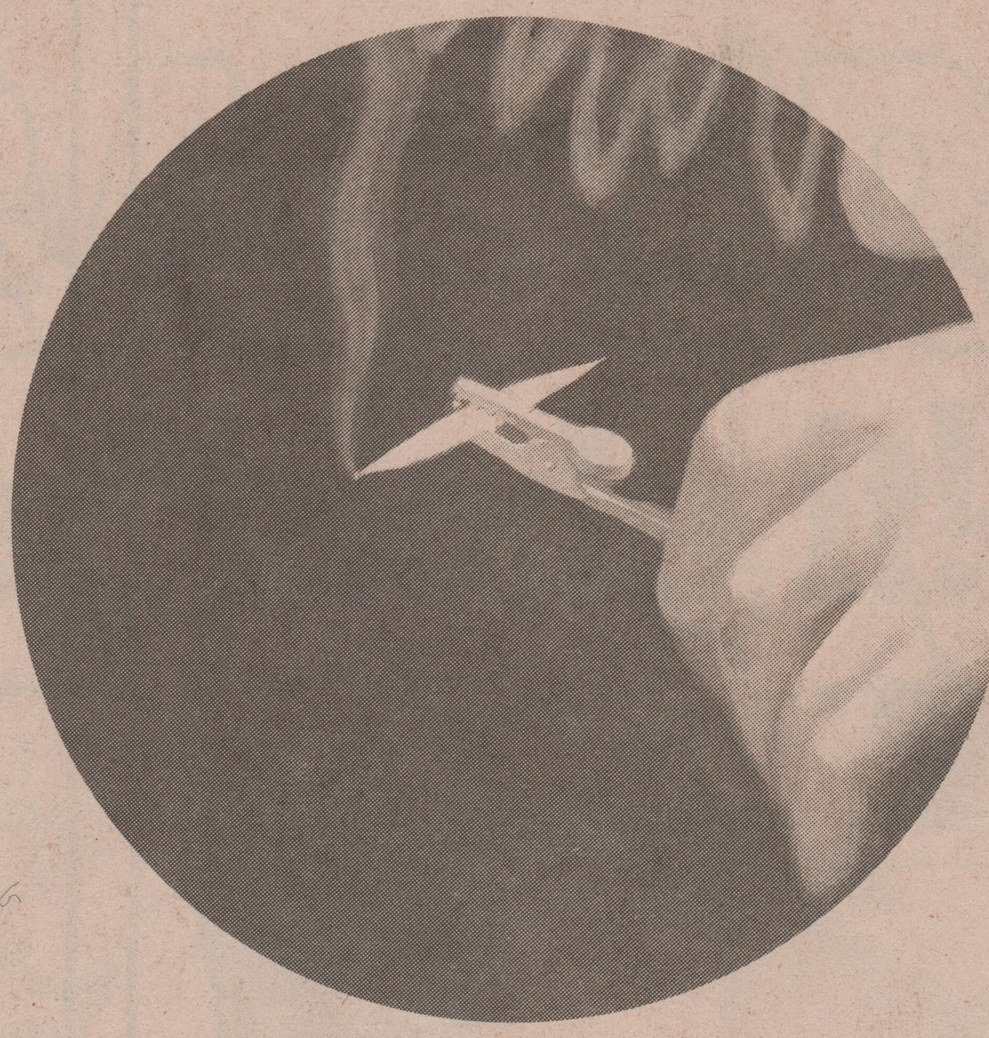
What gives the "Syndics of the Cloth Guild" those beady eyes? Did Rembrandt capture the expressions of these men of the cloth game observing some women of the cloth-less game, or is the naked truth that they were disturbed at how a new top-less fashion trend would cleavage their income in two!

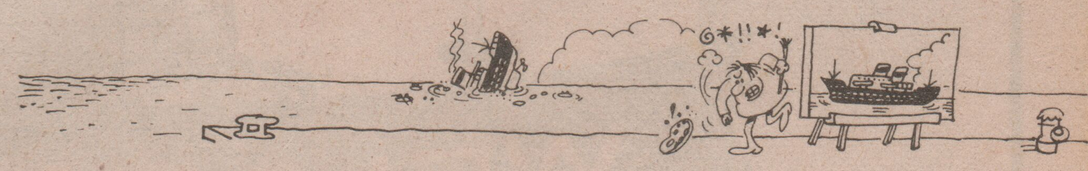
This is a prime example of conservative art. Liberal art historians, however, have found a "zing around the collar" in this famous depiction of a farmer who has just been asked to "fork" over women's rights and mend the ERA of his ways!





Da Vinci was an artist and an inventor. Is it possible that he was more ahead of his time than we thought, and created something that made Mona a "head" of her time?





"Just what exactly are those people doing?" has been the question most asked about this famous masterpiece. Most experts have answered, "Who knows?" A few experts have answered, "Who cares!" The true answer may lie in the oft-quoted phrase, "One *pitcher* is worth a thousand words!"

A HOLE IN FUN DEPT.

DRAMA ON PAGE 12

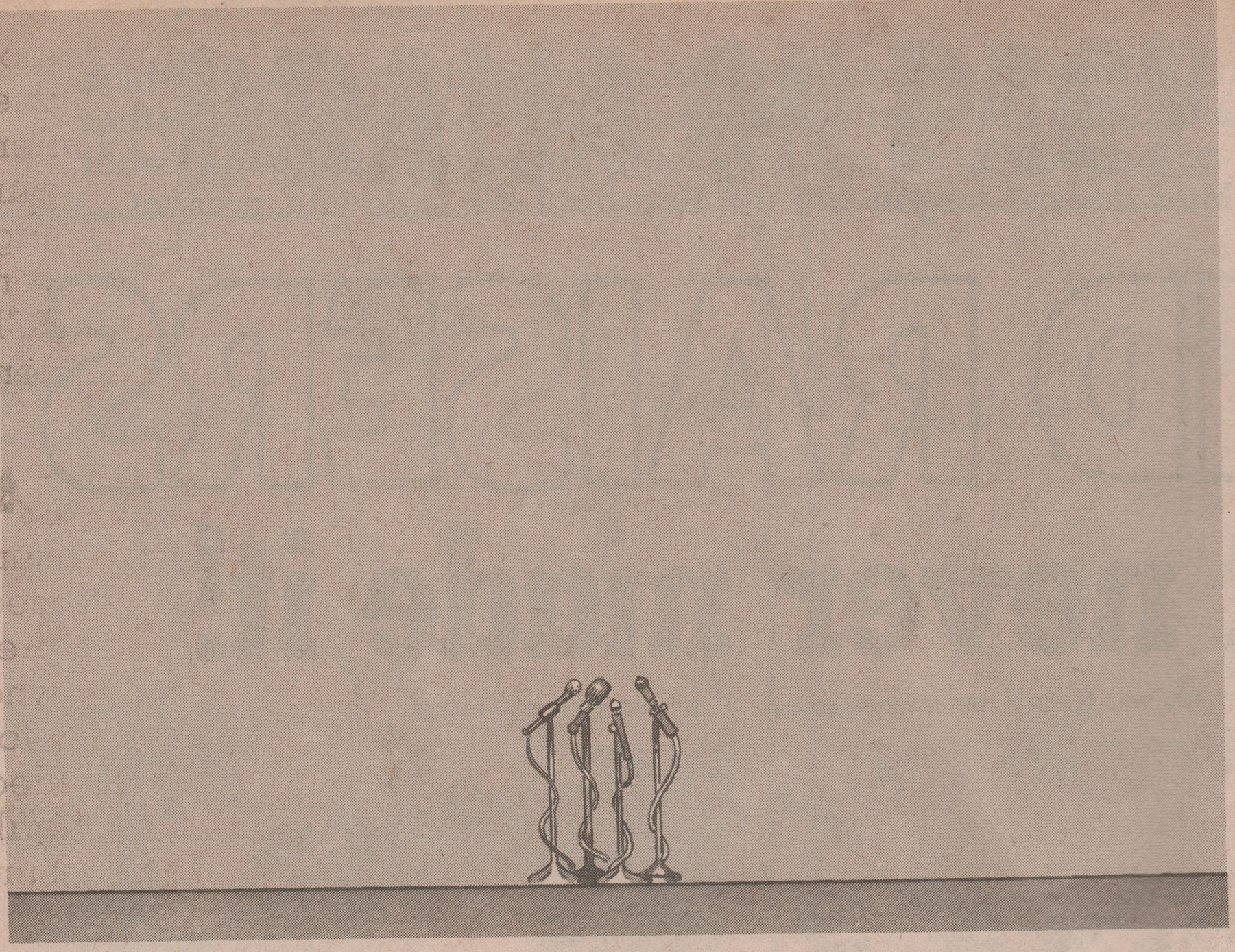
ARTIST & WRITER: JOHN CALDWELL

There's been *Live-Aid, Band-Aid, Hands Across America* and other events which have raised millions of dollars for worthwhile causes. But what about those **other fund raisers** which go neglected and get completely forgotten, huh? Yeah, what about **those!** Well, **Mad** doesn't forget! Not us! **Hoo hah!** We herewith present...

FUND RAISERS that never made it!

ARTISTS: WILL ELDER & HARVEY KURTZMAN WRITER: DICK DEBARTOLO

LEMON-AID was to be a line of defective American-made cars stretching from the east and west coasts and meeting in Detroit. Driven by frustrated owners who received no satisfaction from indifferent auto dealers and manufacturers, LEMON-AID never had a chance—only **seven cars** were able to make it to their positions on the line!



BAND-AID II

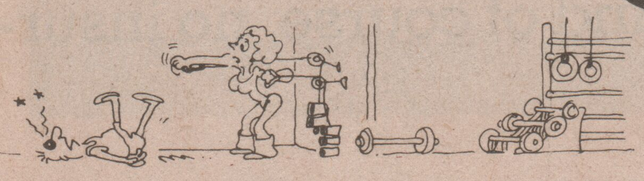
was the rock world's feeble attempt to raise money for the enormous task of trying to keep track of rock bands and performers who disappear, reappear, skip from group to group, change names, change hair, etc. The problem, of course, was that those chosen to appear could not be **located** and few pledges were called in during the 3-hour screening of a bare stage!

HAMS ACROSS AMERICA was intended as the "life of the party" answer to the successful COMIC RELIEF event staged by **professional comedians.** The frustrated would-be funny folks, decked out in lampshades and

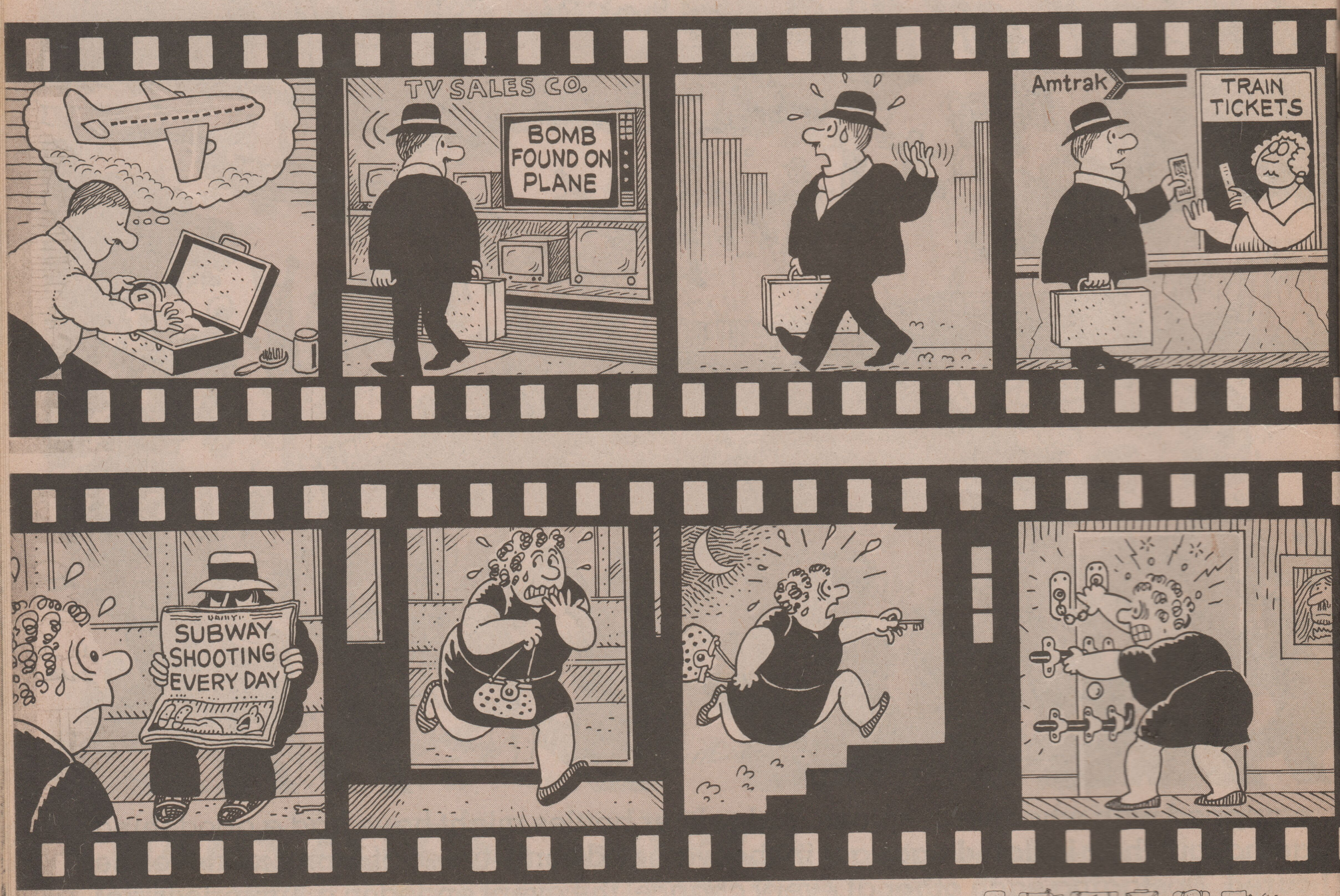
ALL JAFFEE DEPT.

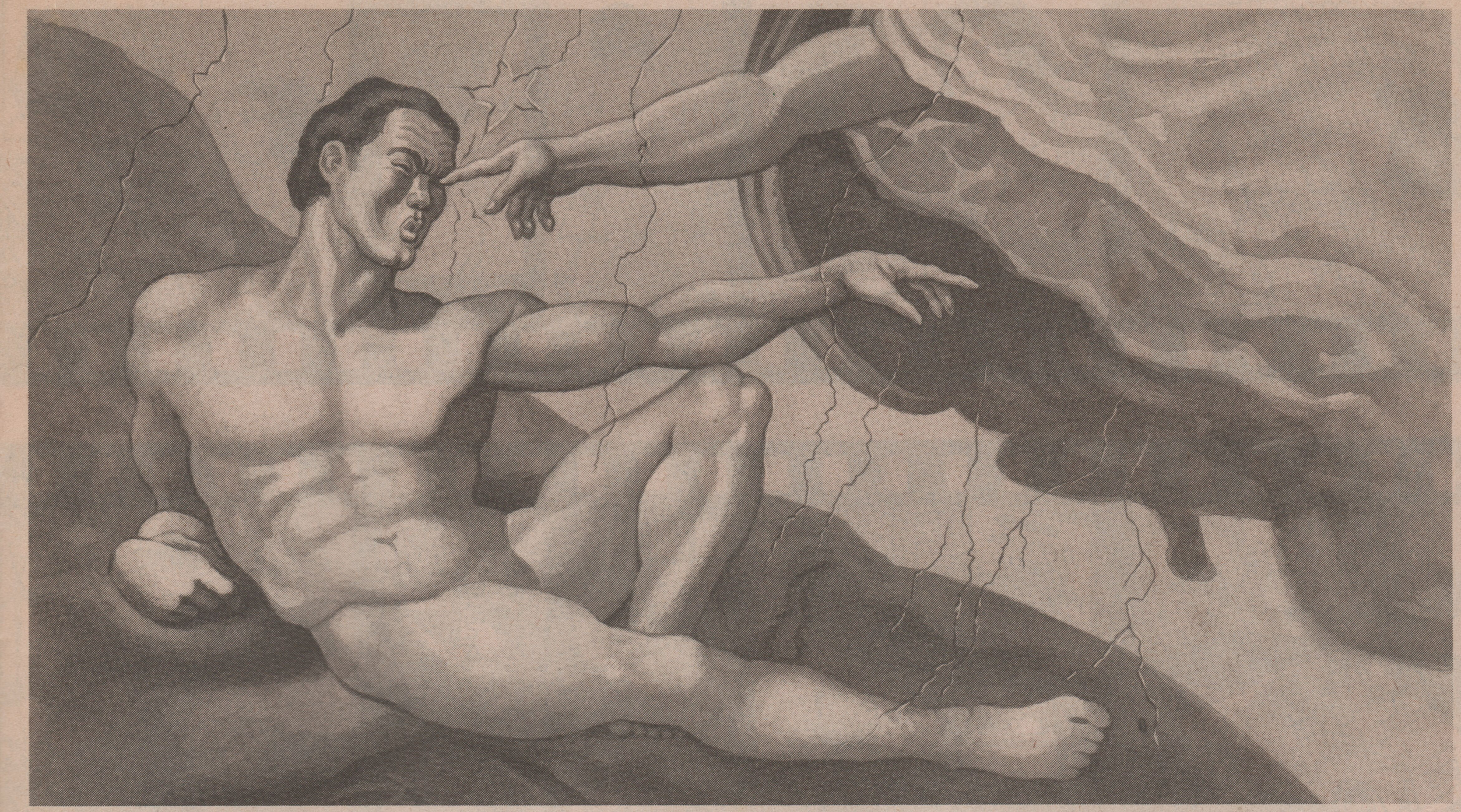
MAD MINI-MOVIES

Featuring The Fickle Finger Of Fate

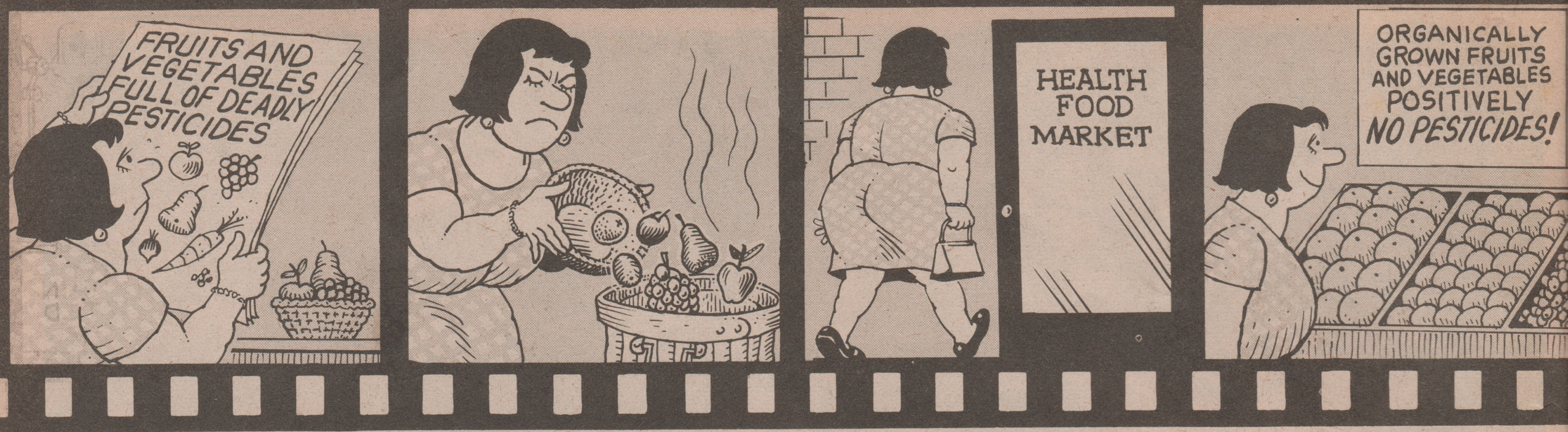


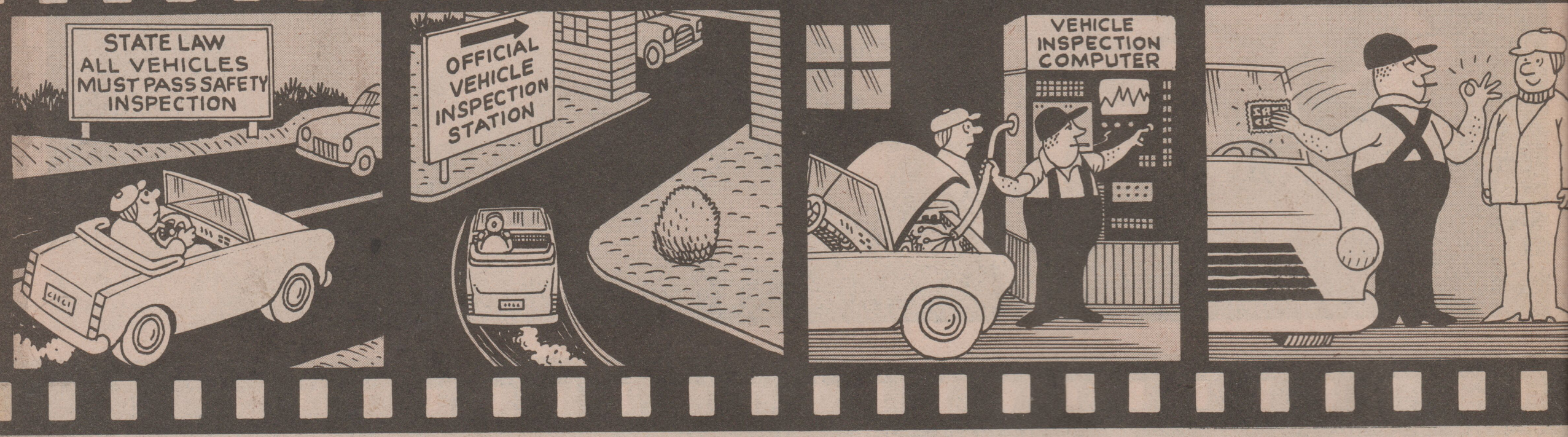
ARTIST & WRITER: AL JAFFEE

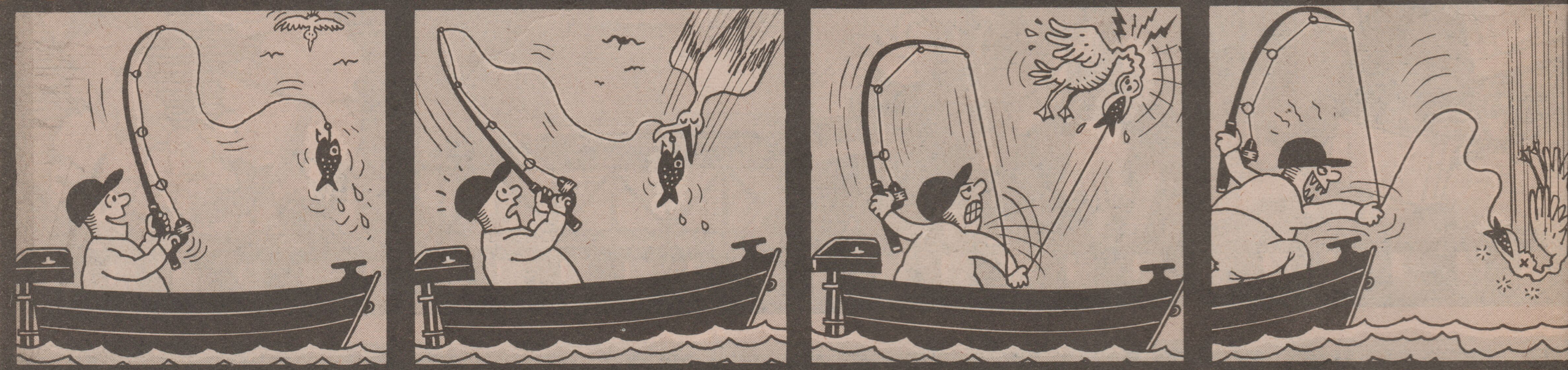


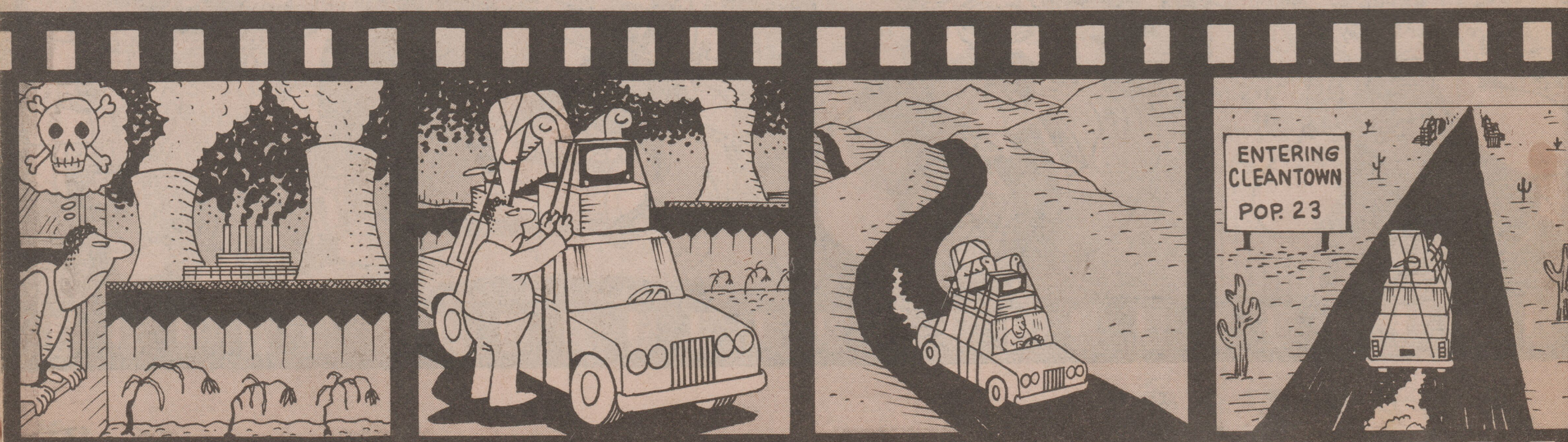


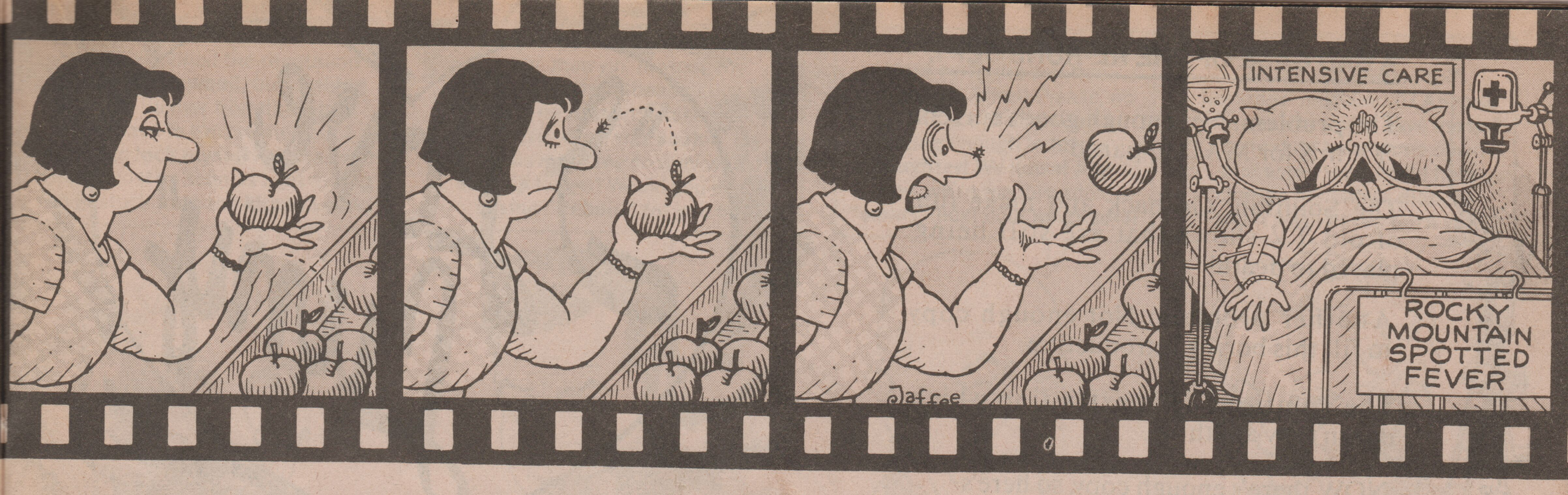
R.R.
HEAD
ACHE

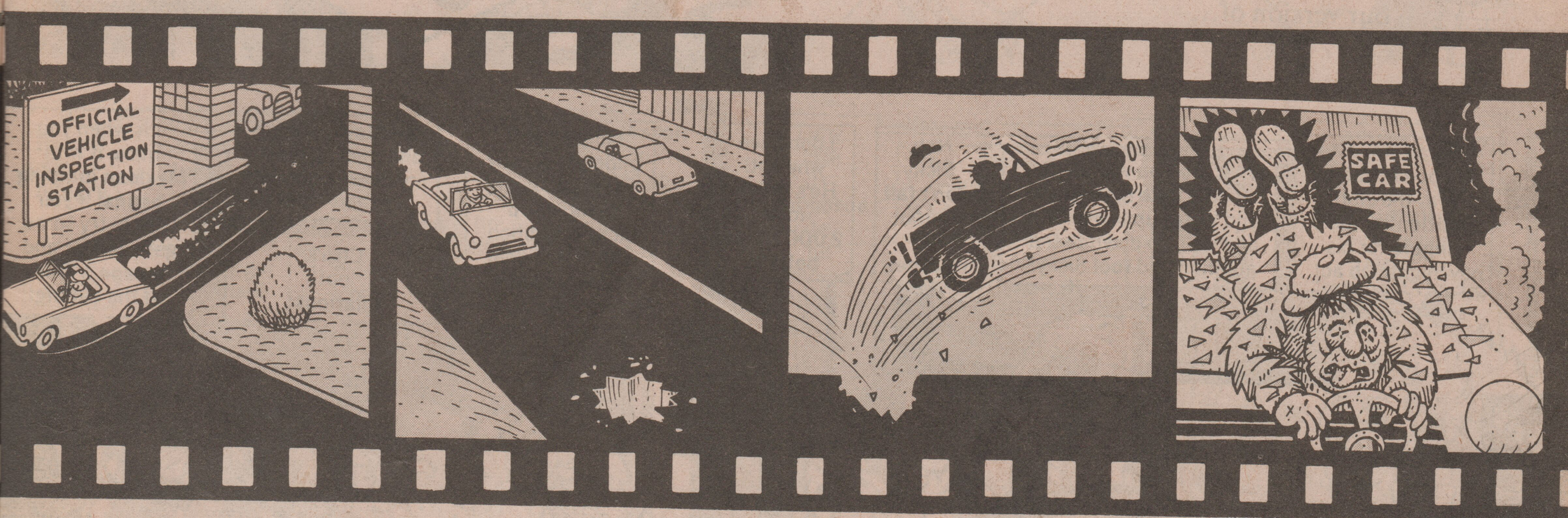

FRUITS AND VEGETABLES FULL OF DEADLY PESTICIDES
HEALTH FOOD MARKET
ORGANICALLY GROWN FRUITS AND VEGETABLES POSITIVELY NO PESTICIDES!

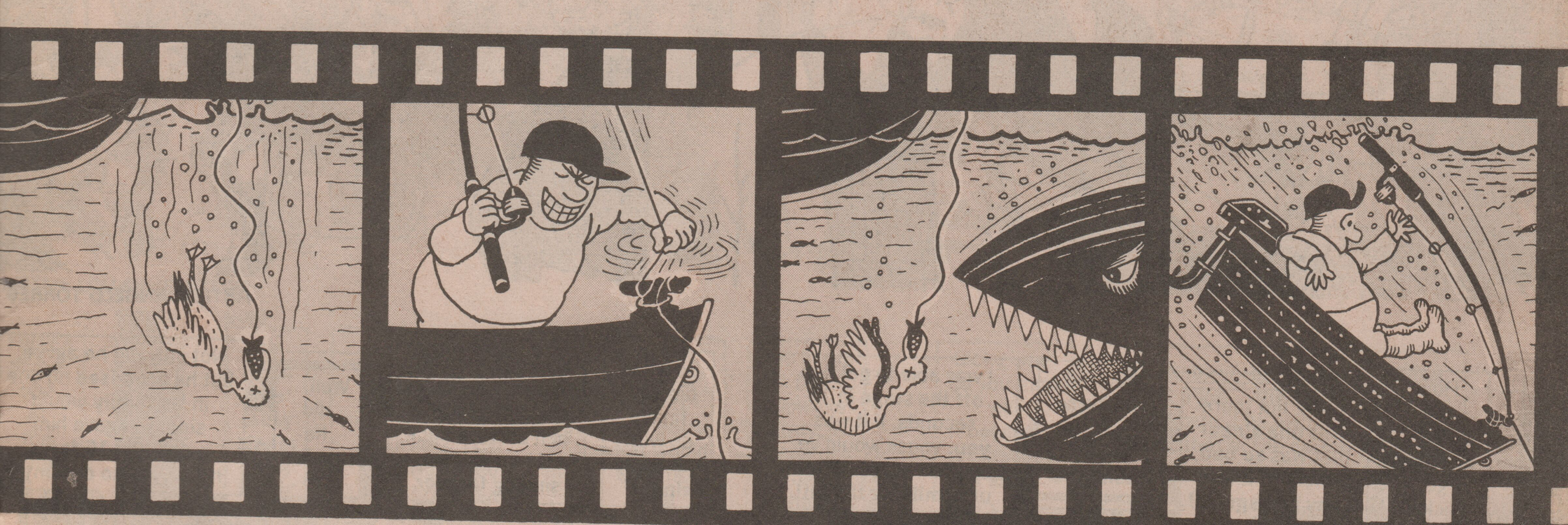

STATE LAW ALL VEHICLES MUST PASS SAFETY INSPECTION
OFFICIAL VEHICLE INSPECTION STATION
VEHICLE INSPECTION COMPUTER




ENTERING CLEANTOWN POP. 23


INTENSIVE CARE
ROCKY MOUNTAIN SPOTTED FEVER
Jaffee


OFFICIAL VEHICLE INSPECTION STATION
SAFE CAR



HOUSE 4 SALE
...A VIOLENT EARTHQUAKE STRUCK CLEANTOWN UNEXPECTEDLY TODAY...

A BAD CASE OF THE RE-RUNS DEPT.

The problem: Not enough good, current TV hits for MAD to parody!

The Solution: Go back and make fun of old TV shows that are still being played to death!

Another problem: Not enough copy to fill this boring introduction.

The solution: This extra line which doesn't say anything.

NOW there's enough copy, so here's our version of...

"I Love Luny"

I'm glad you guys stopped by! **Sicky** is at the club **auditioning** male **singers** for his new nightclub act.

What are **you** waiting for? Put on a **fake moustache** and **dress up** like a man and we'll go down to the audition and **fool** Sicky!

Nah, Sicky won't **fall** for that **old routine!**

I don't see why not! He's **fallen** for it **2,000 times before!**

Luny, **I can't** understand why you're not going to **louse-up** Sicky's audition with one of your **hilarious male impersonations!**

I'm staying **home** and making one of my **hilarious meals** instead—**chili!**

Chili's not **hilarious!**

It is when you make it with **Mexican jumping beans!** If you want to try some, get a ladder and **scrape** a little off the **ceiling!**

ARTIST: ANGELO TORRES

How did the **audition** go, Sicky?

Okay, but there was **one singer** that was **so bad,** I thought it was **Luny** in **disguise!**

How did you **know** it **really wasn't** me?

I was able to get him **off** the stage in 15 seconds. If it was **you,** youse would've stayed on stage **15 minutes milking** the **bit!**

So **what** did you finally do with the **lousy singer?**

When I found out he was from **Cuba,** I told him I'd give him **air fare** back if he'd give up singing **forever.**

Well... did he **go** for it?

Not only did he **agree,** but he **promised** no one in his **family** would sing, so I gave him money for **15 fares** home. I'm no **dummy!**

I'm **Luny Esmoron Retardo.** Over the years, I've gained the reputation of being a **screwball,** but **nothing** could be further from the **truth!** You'll have to excuse me now, I have to go **lock myself** in a **steamer trunk**...just as soon as I get my **big toe** unstuck from the **kitchen sink!**

I'm Luny's husband, **Sicky Retardo!** I thin' marryin' **me** was the **second smartest** theeng Luny ever done! The **first** smartest theeng she ever done was **soakin'** my **socks** in **coffee** so they would **stay up** longer! Would you like me to sing **"Babalu"** for you now?

We're the **Nurtzes!** I'm **Fret Hooboy Nurtz** and this is my **wife , Ether!** Please, no **cracks** about Ether being **young** enough to be my **daughter!** We **know!** Anyway, we're the Retardos' **"smart"** next door **neighbors!**

Fret, how could we be so **smart** and ***remain*** the Retardos' neighbors?!? **Anyone** with **smarts** would have **moved** the minute Luny came down and asked if we could help **change** her baby's **diaper**—and it wasn't even **born** yet!!

Hi, **Honey!** I'm so **hungry** I could eat a **pony!**

You **mean** eat a **horse!** And knowing the **cut of meat** Luny brought, you **may** get your **wish!**

I'm **glad** you're hungry! I made **chili!**

Fonny, I doan **smell** no chili **cookin'!**

The **reason** you don't smell no chili **cookin'** is because it's in the **refrigerator chillin'!**

Luny, chili is **supposed** to be served **hot!**

Then **why** do they call it **"chili"? WAAAAA!** I **wasted** a whole day making chili for you and you don't **want it! WAAAAHHH!!!!**

Honey, your day wasn't **wasted!** Now you got a **raisin** to do one of your **cryin' bits!**

Gee, that's **right!** And you got to do one of your **silly word substitution** bits, saying **"raisin"** for **"reason"!** The day is **saved! Yea!**

WRITER: LOU SILVERSTONE

There's **someone** at the **door.**

It's **Fidel,** the **lousy singer** I was talkin' about!

Hi, Sicky, I **stop** on my way to the **airport.** I need money for **two more** tickets. I get **two more lousy singers** to leave the country!

If **all** the lousy singers **left** the country, **what** would Luny do for a **husband?**

You know, he **DOES** look like **Luny,** in one of her **cheap disguises!**

Sicky, what do you think will become of that guy **Fidel?**

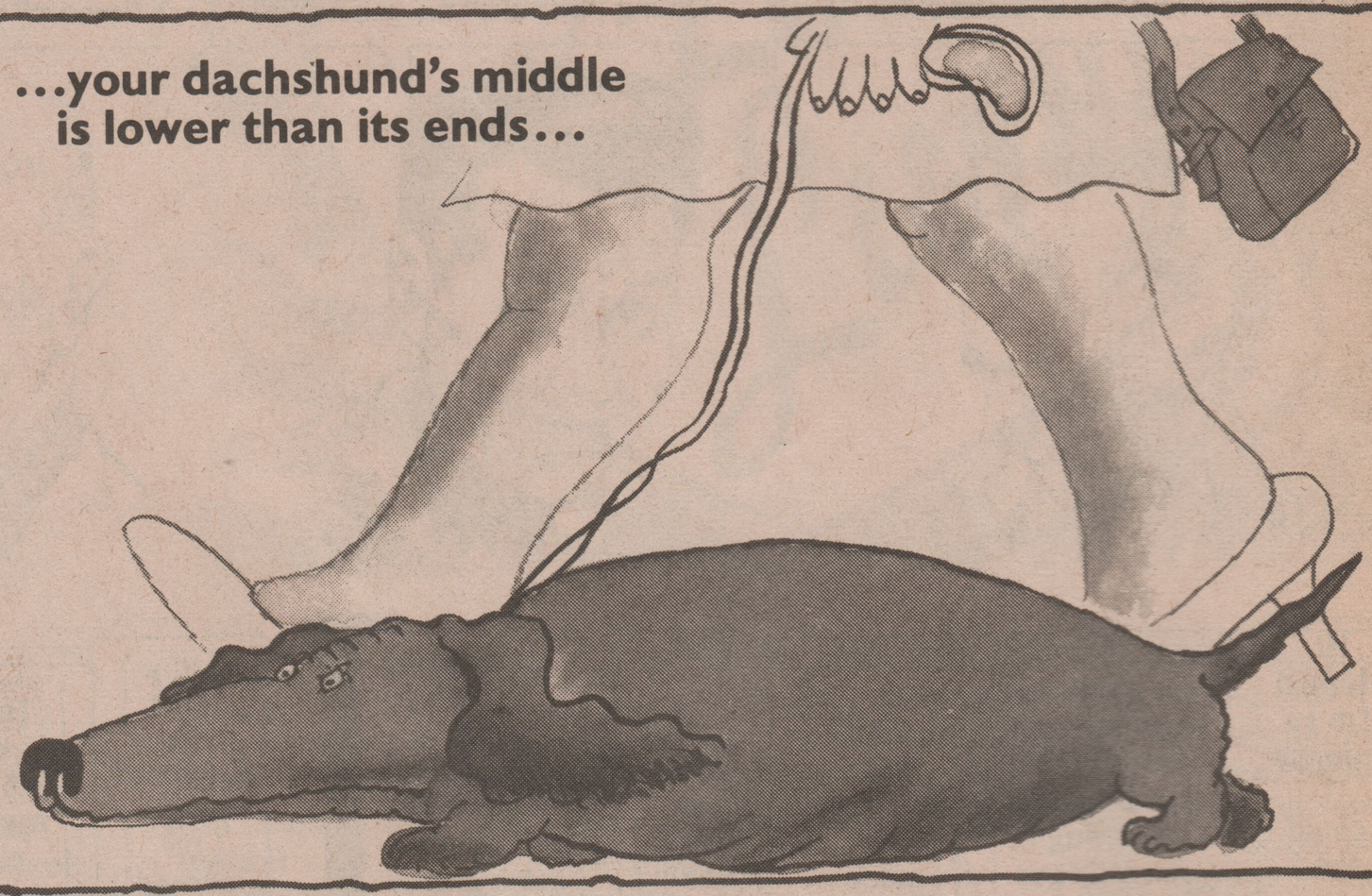
Who knows? He'll go back to **Cuba,** get a **job**...the **usual.** Heck, **I** don't care if he becomes the next **President** of the **country,** just so long as he **never** sings again!

IT'S WANING CATS AND DOGS AND... DEPT.

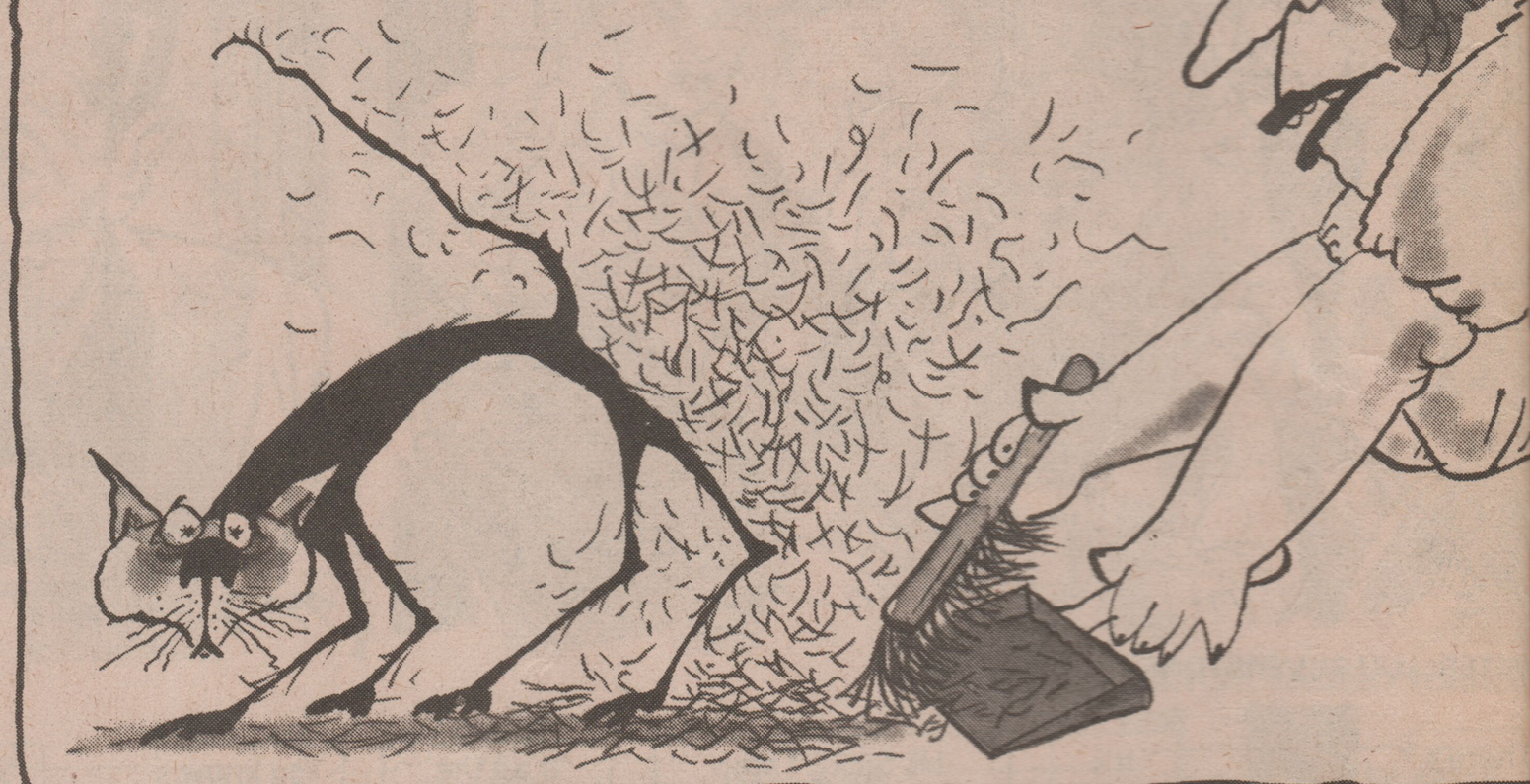
Your Pet Has Reached

...your parrot makes special menu requests...

...your dachshund's middle is lower than its ends...



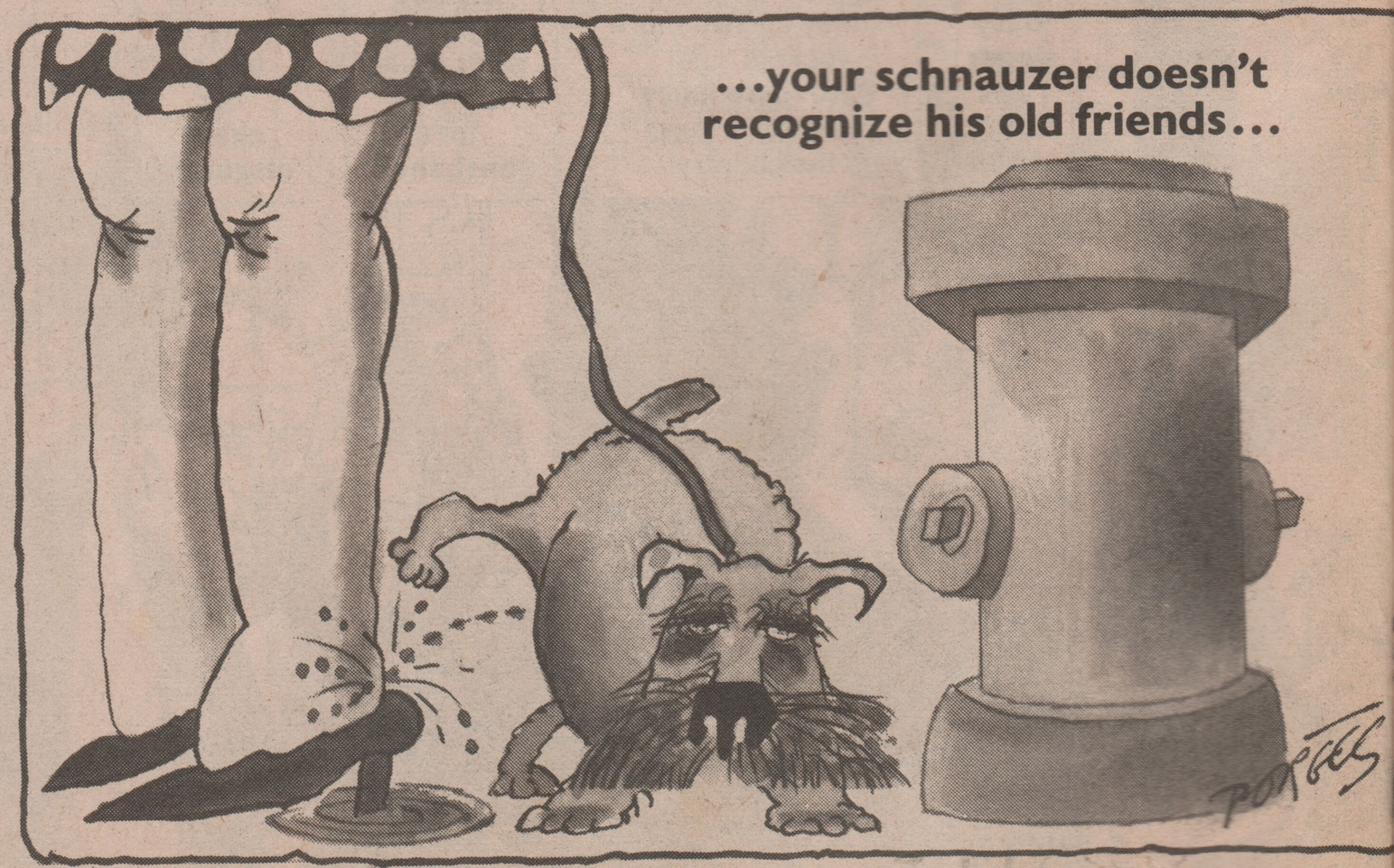
...your angora runs out of angora...



...your doberman gives limp handshakes...

ARTIST & WRITER: PAUL PETER PORGES

...your schnauzer doesn't recognize his old friends...



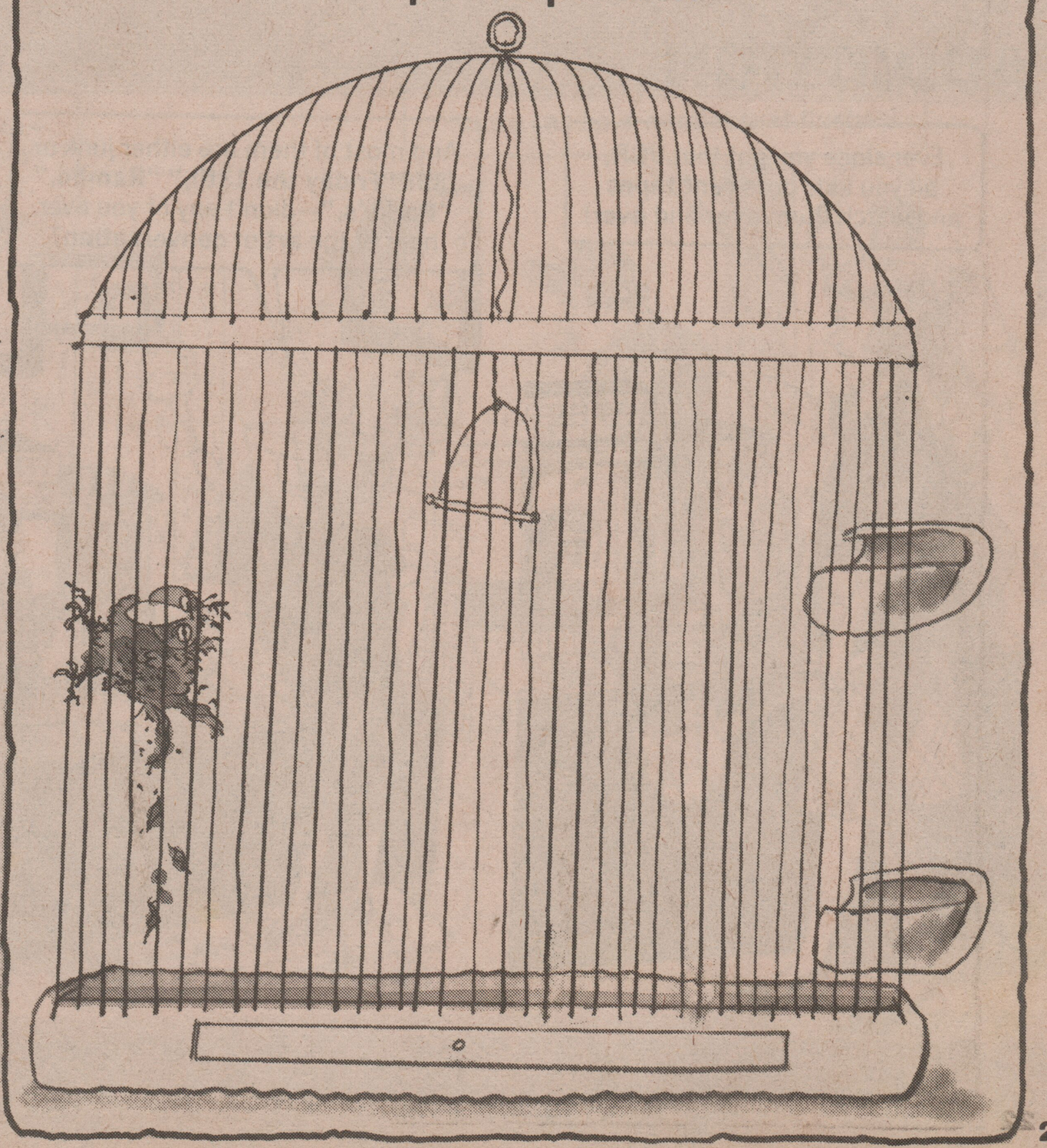
Blissful Retirement When

...your pirahna has lost its bite...

...your terrier is unmoved by the opening of the refrigerator...

...fleas abandon your sheepdog...

...your parakeet has to walk up to its perch...

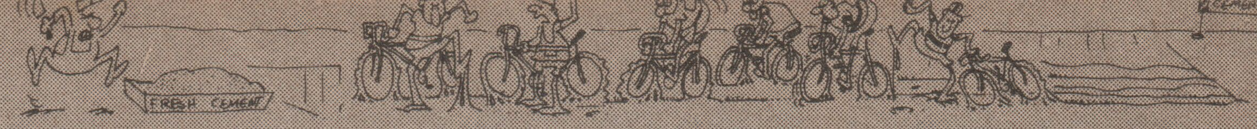


OBEDIENCE

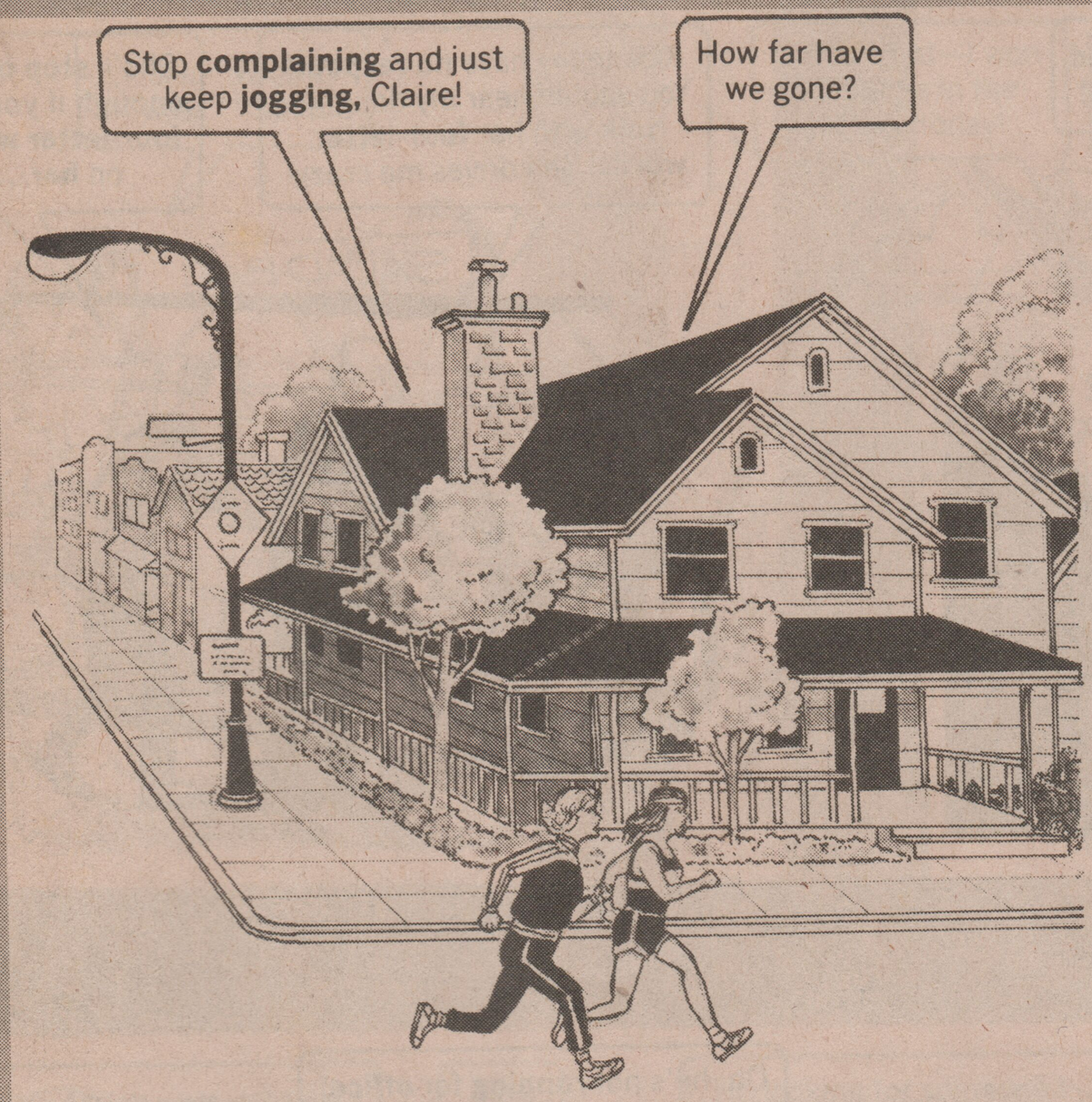
BERG'S-EYE VIEW DEPT.

THE LIGHTE

ADDICTION



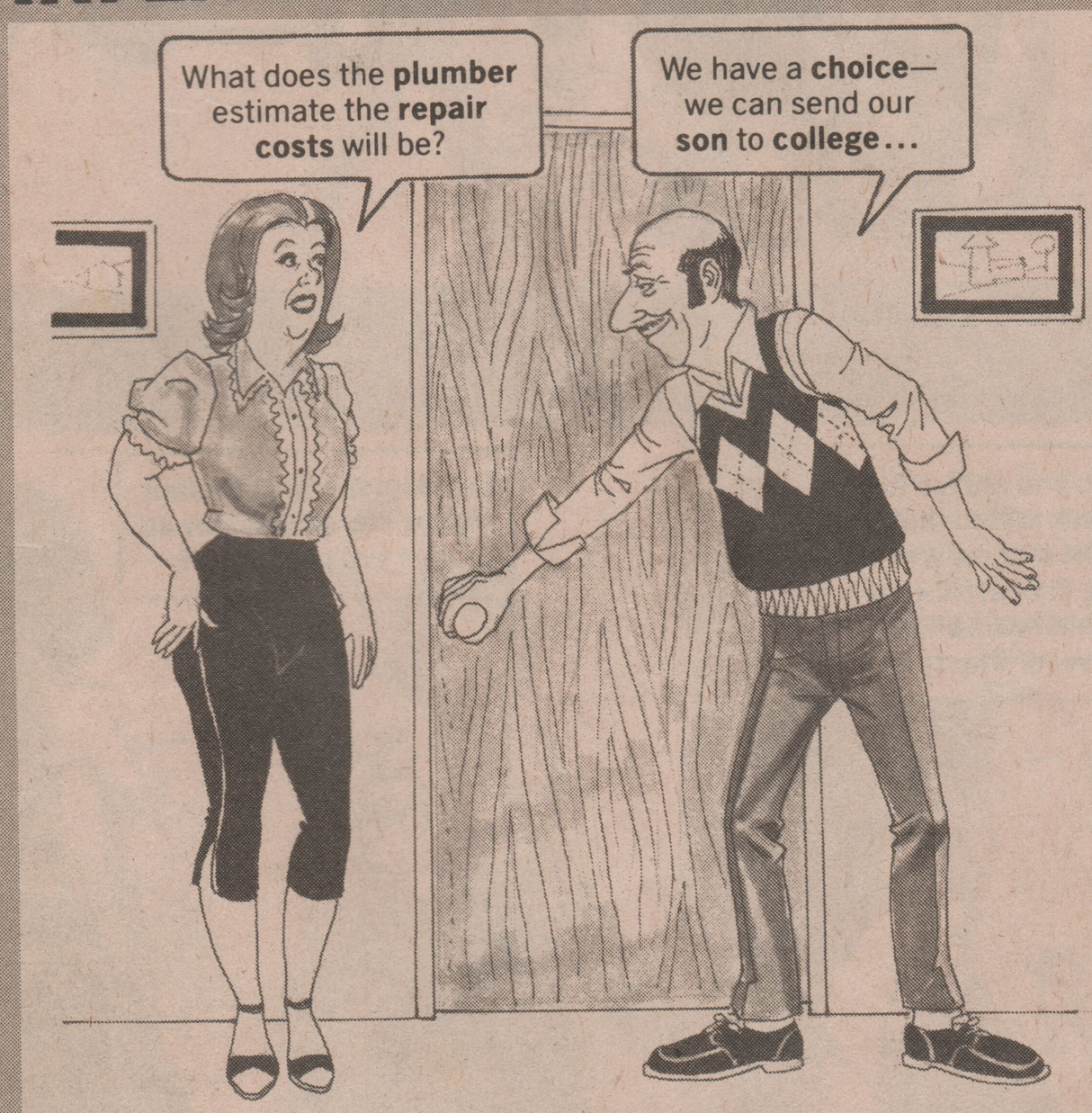
EXERCISE



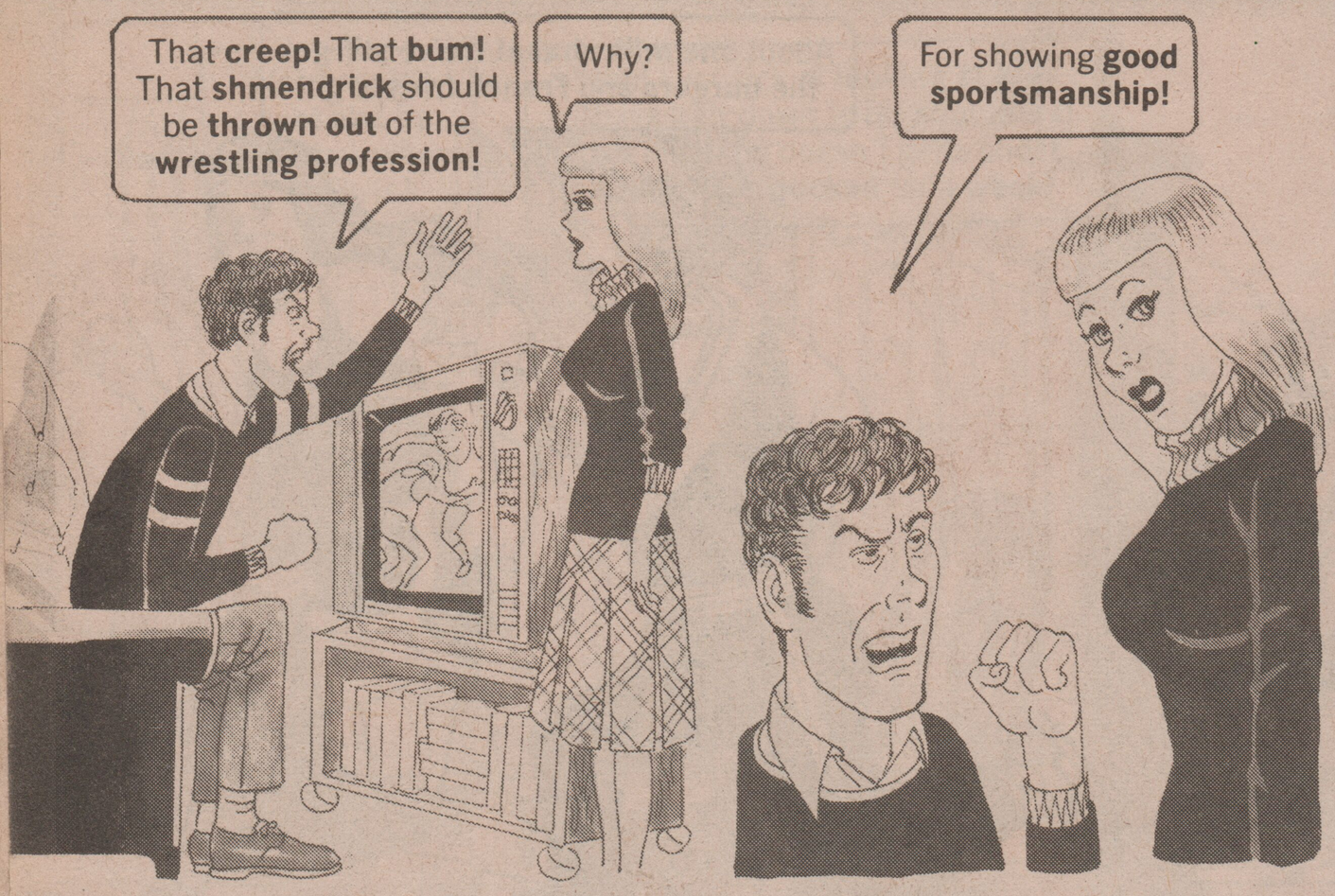
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

INFLATION

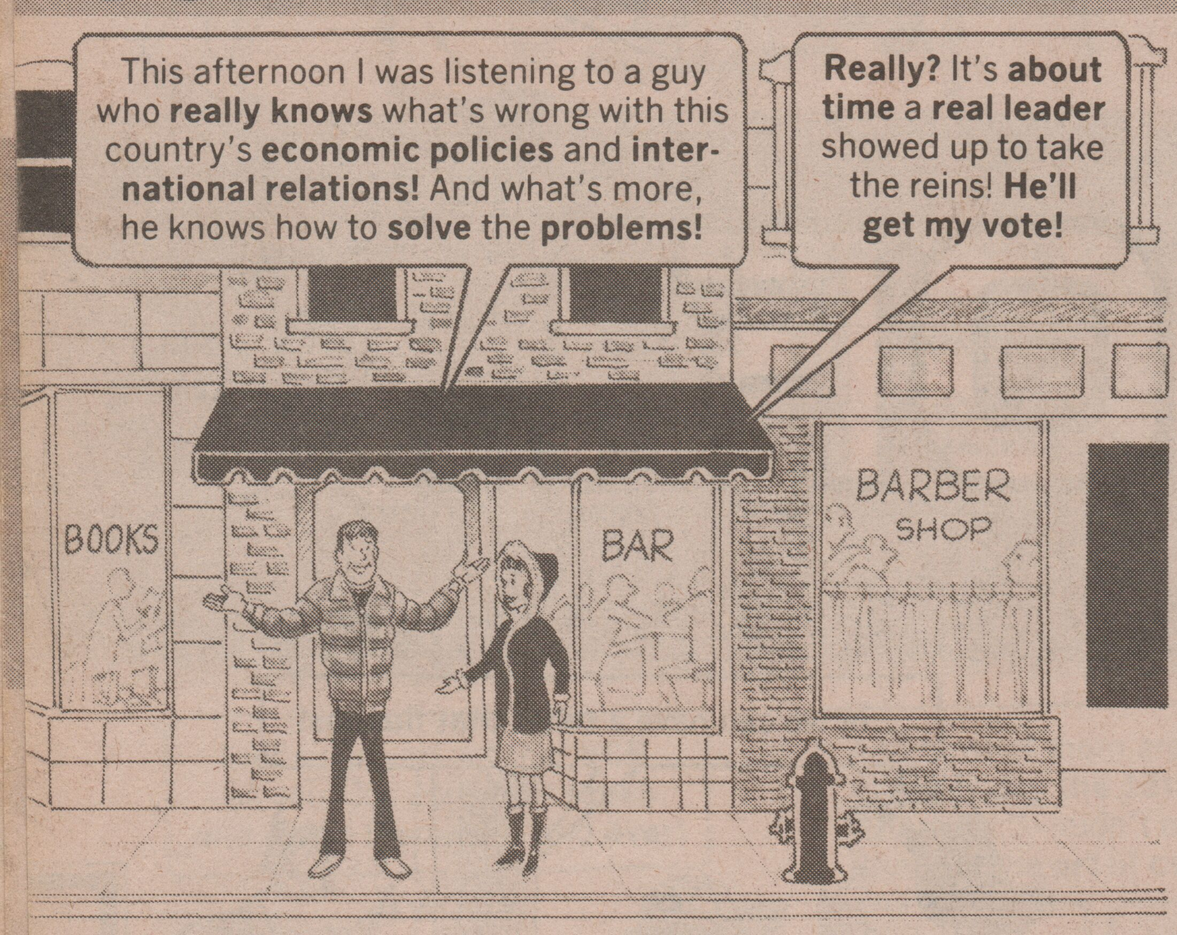


SPORTS FANS

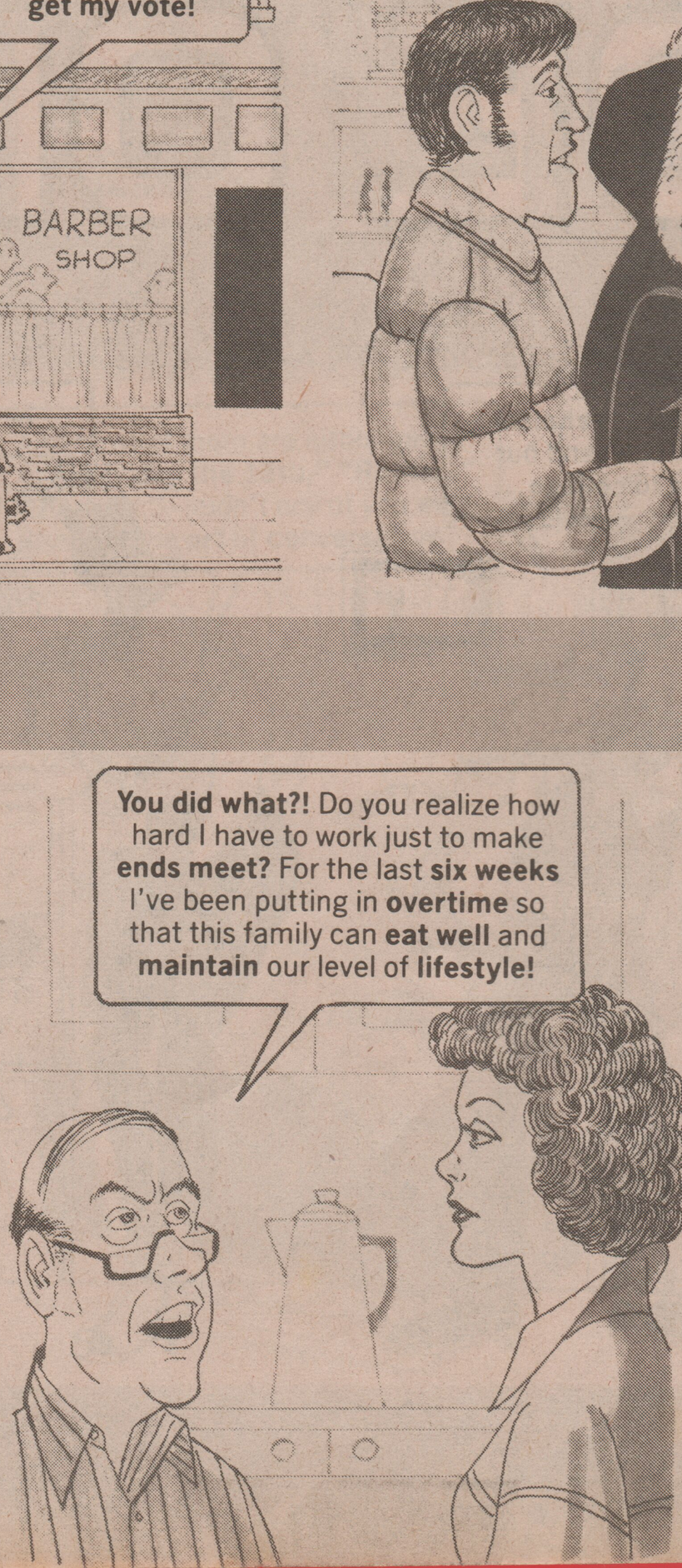


LANGUAGE

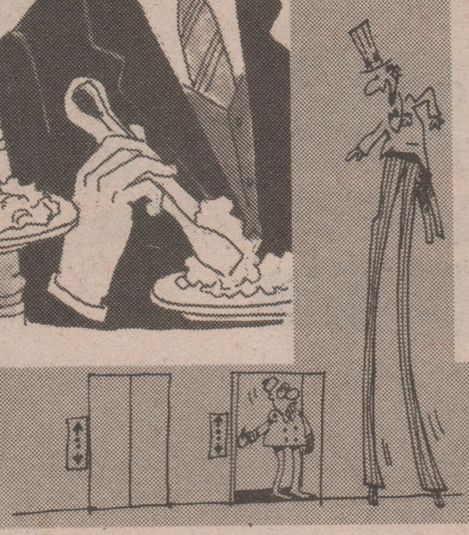
POLITICS



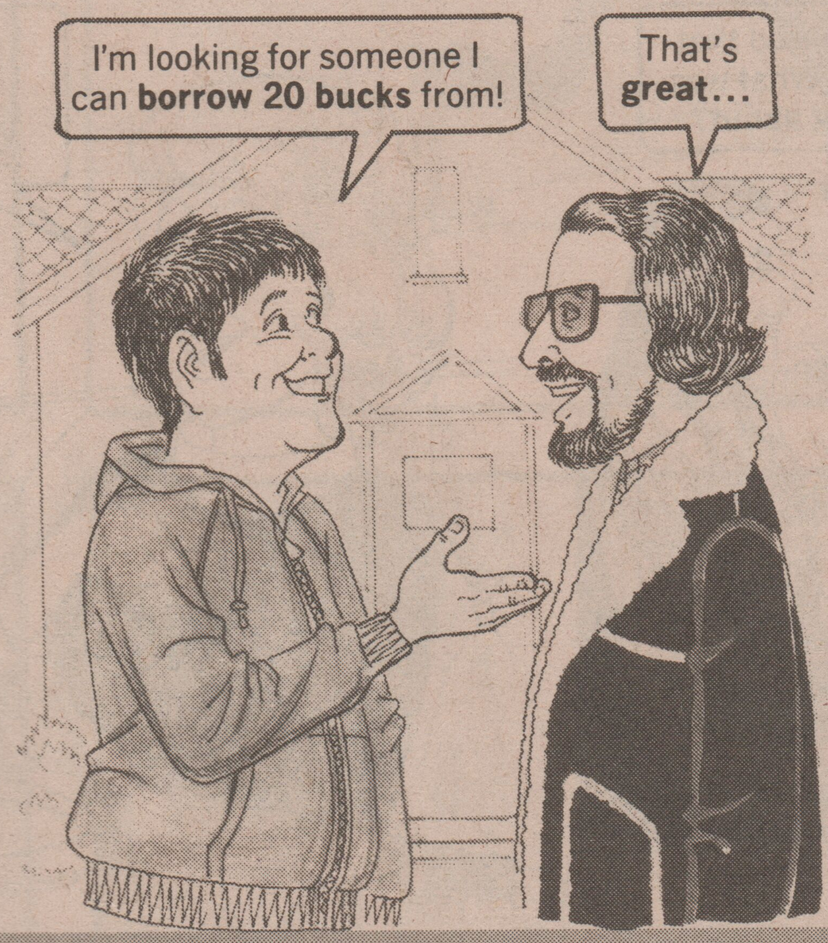
APPRECIATION

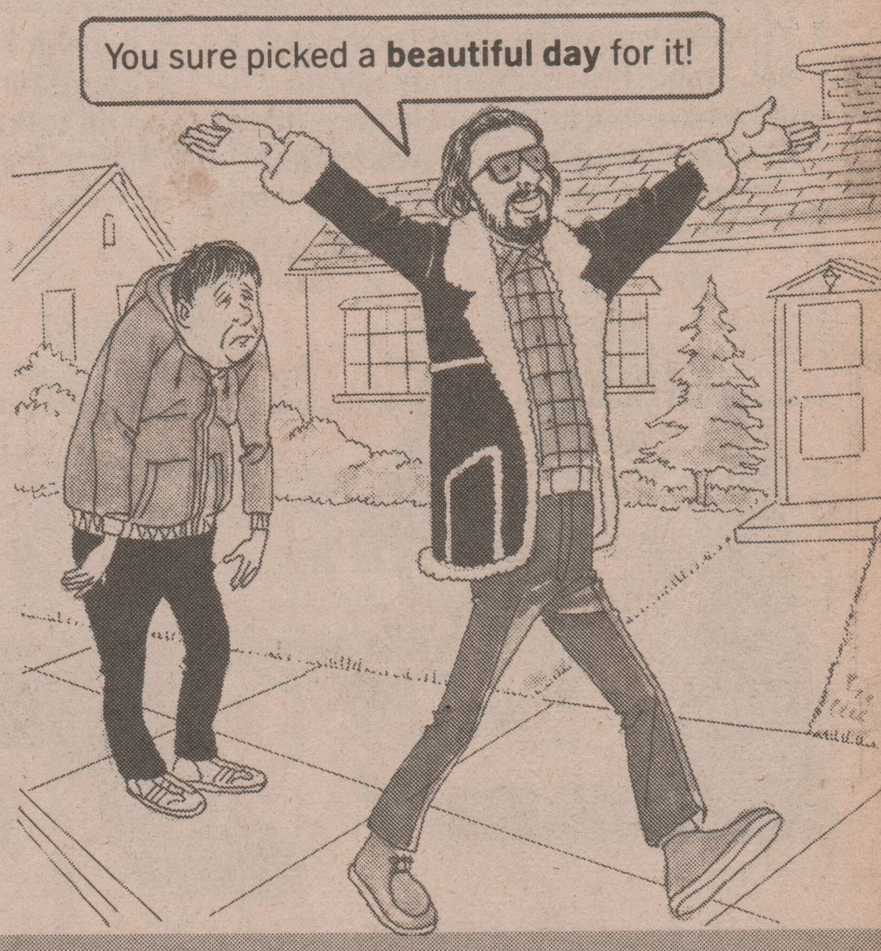


LOTTERIES

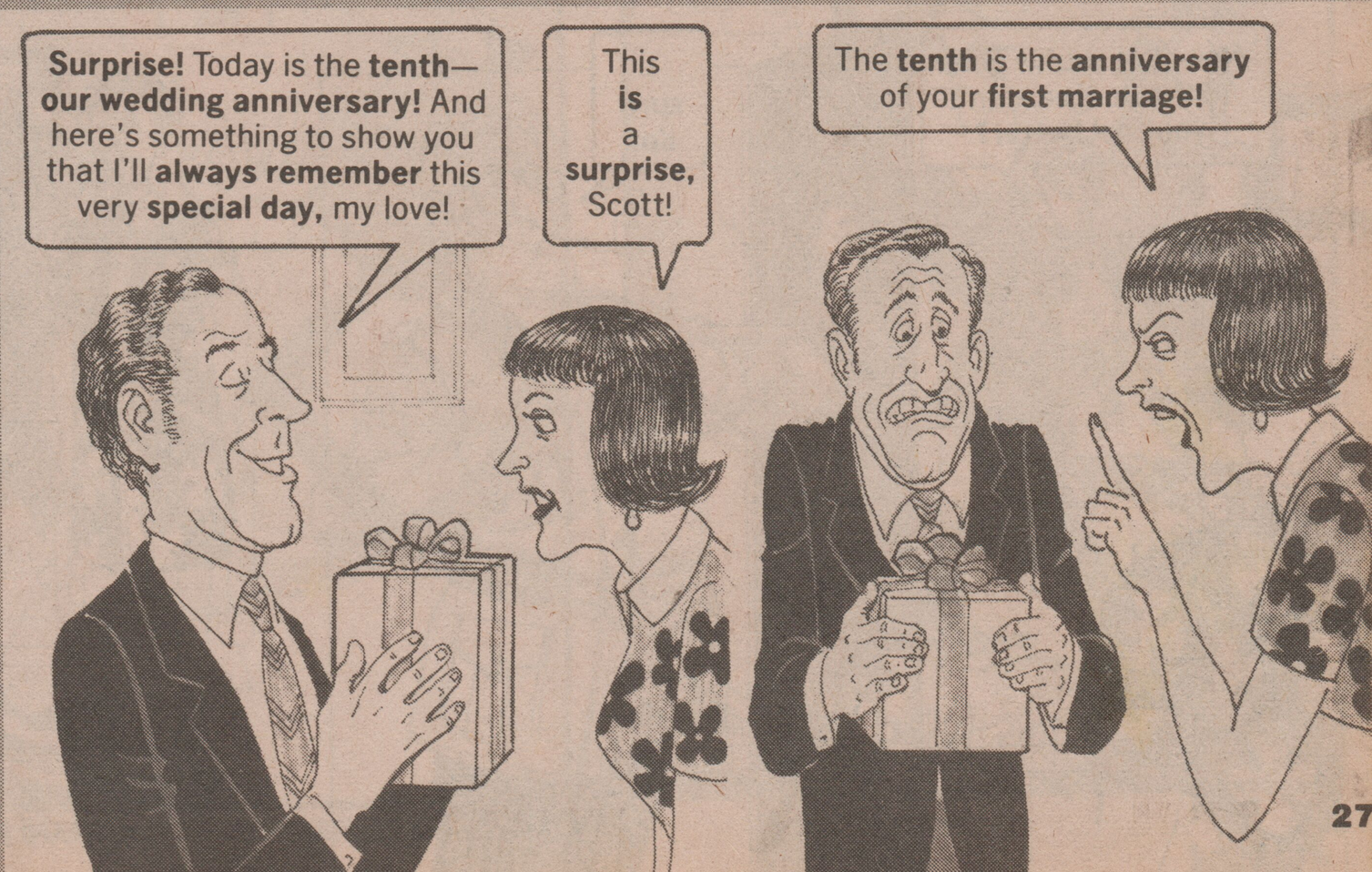


TIMING





MEMORY



PRIORITIES

A word of **advice** to you, Nick! I caught you **nodding off** at the **conference** again, and my guess is the **"big man"** noticed it too! Aren't you getting **enough sleep** at home?

I guess not! I've got a **tennis game** three mornings a week, I belong to two doubles leagues and one singles league at night, and I play all weekend! To catch up, I've been **taking work home** on my **free nights!**

That's **some schedule!** No wonder you're **burnt out!** You better slow down or you're gonna be **unemployed,** fella!

You're **absolutely right!** From **now on,** I'm gonna **stop taking work home!**

COMMUNICATION

I was out with David Dasch last night! He is one **marvelous conversationalist!** He kept me **interested** for over **two hours!**

I never realized that about him! What was he **talking about?**

Me!

DOCTORS

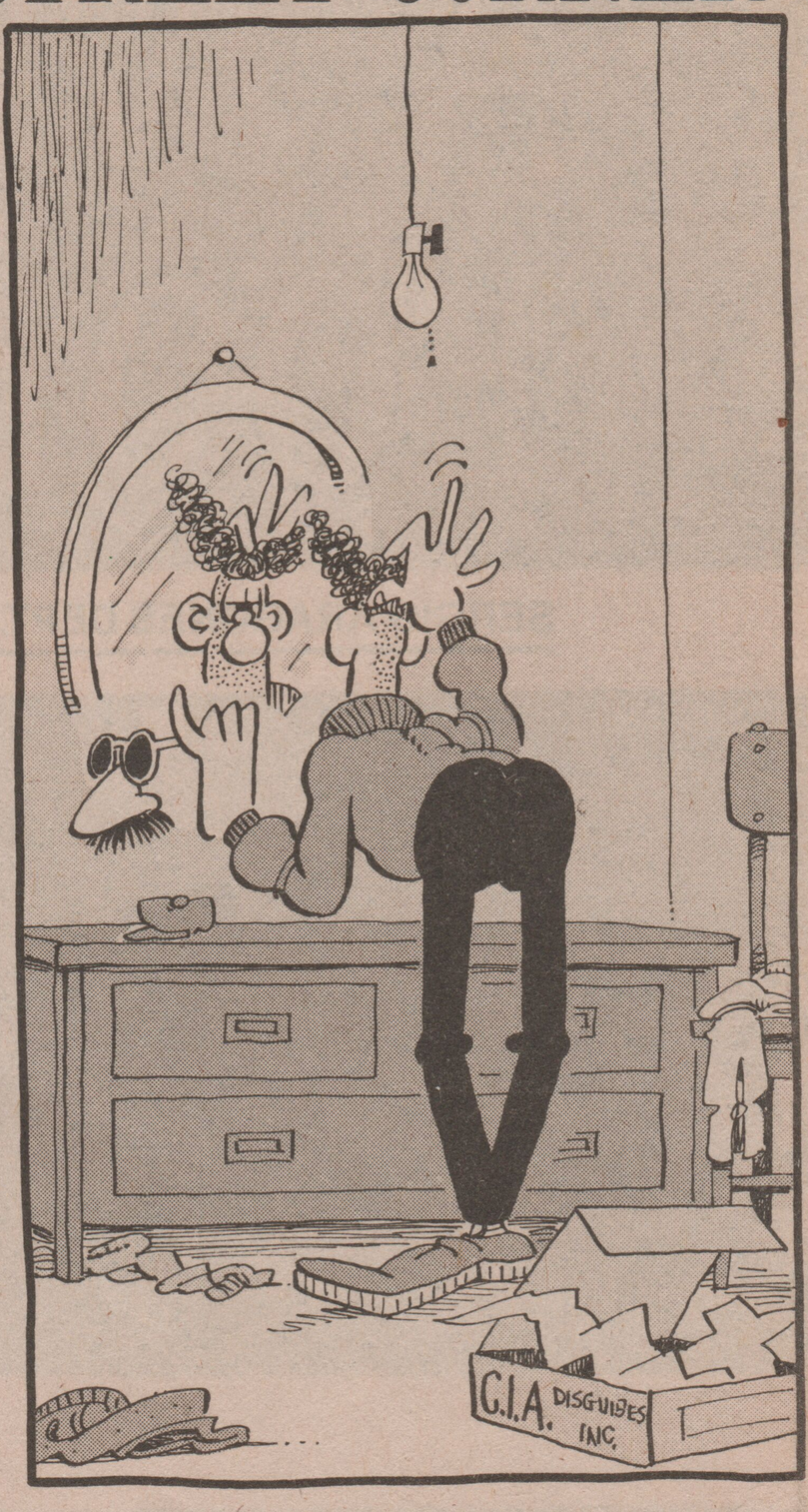
Now that you've gone to the **doctor,** don't you **feel better?**

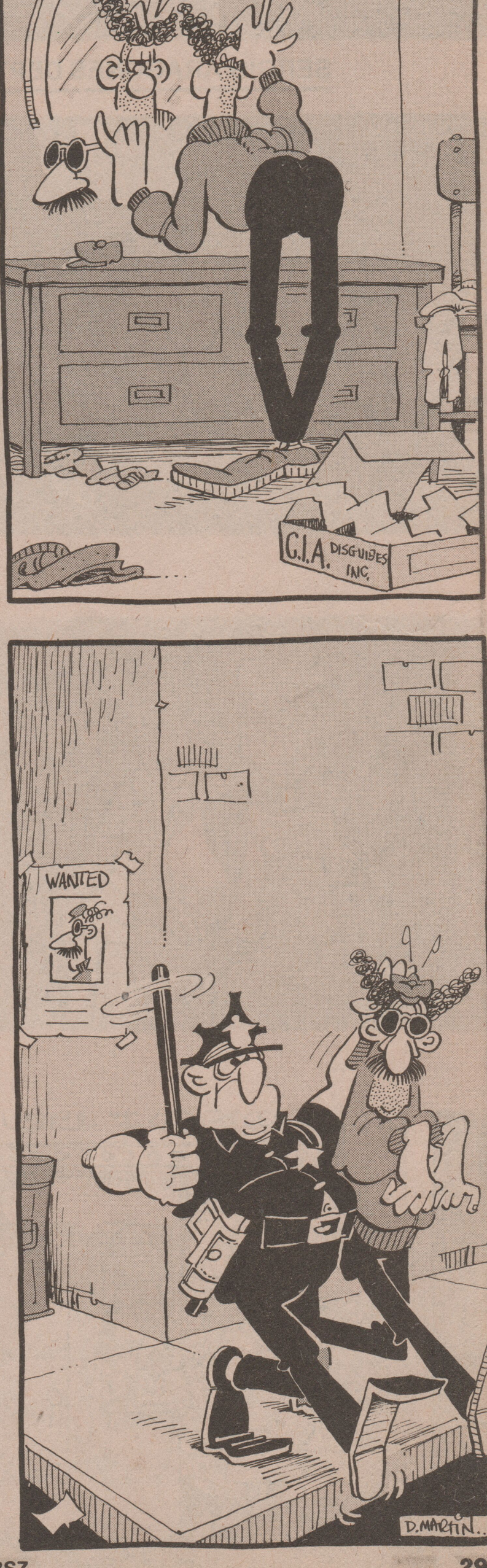
I sure do!

He wasn't in!

DON MARTIN DEPT. PART I

AROUND NOON ON A DOWNTOWN STREET CORNER

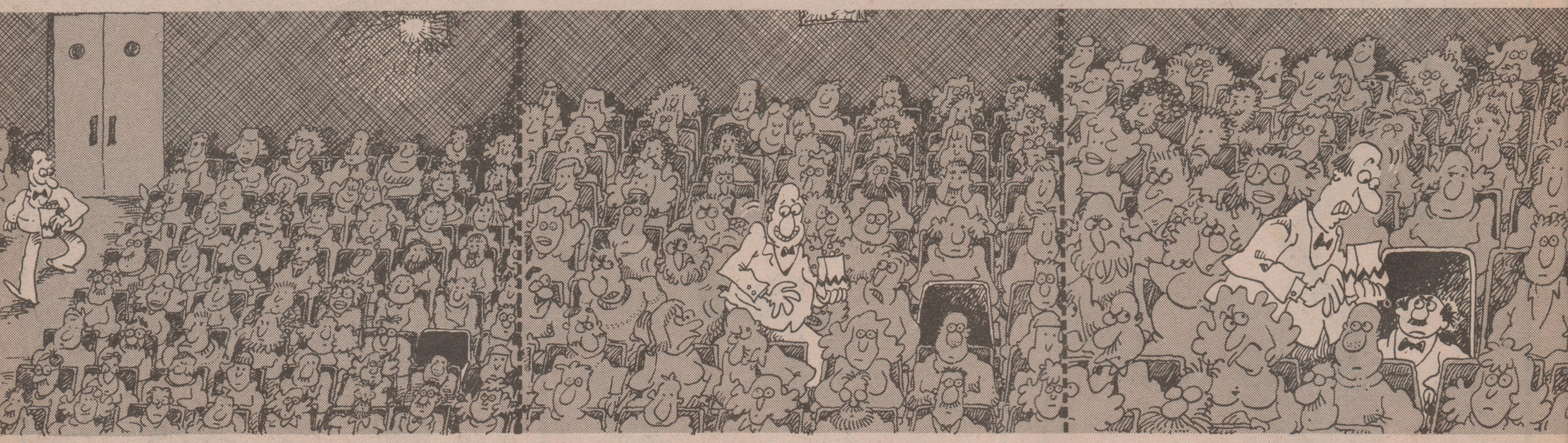


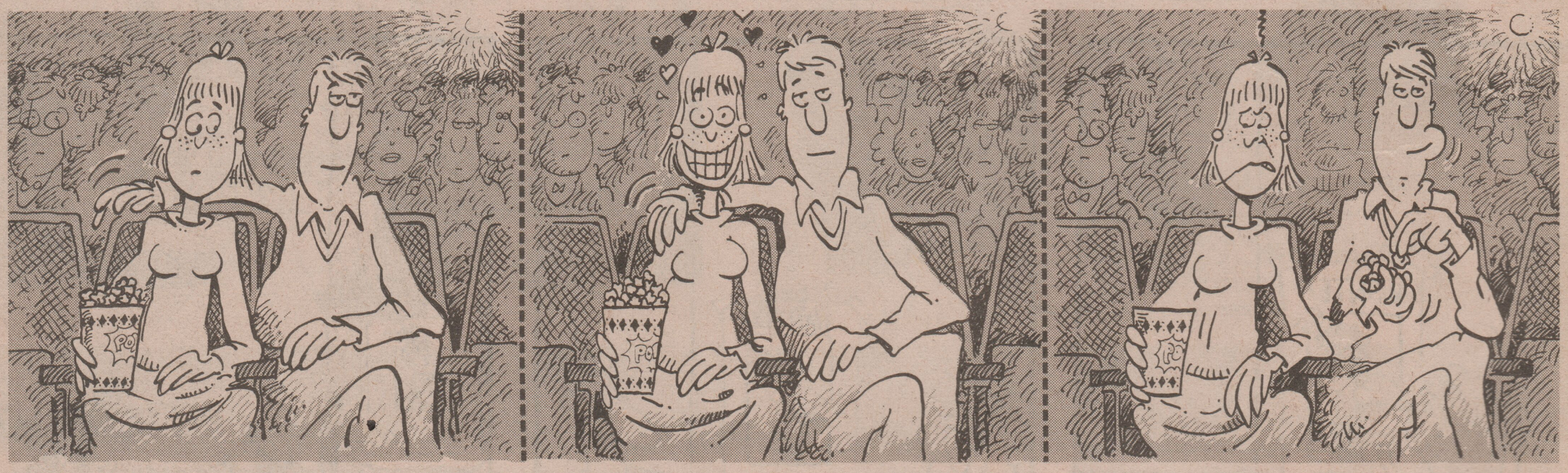


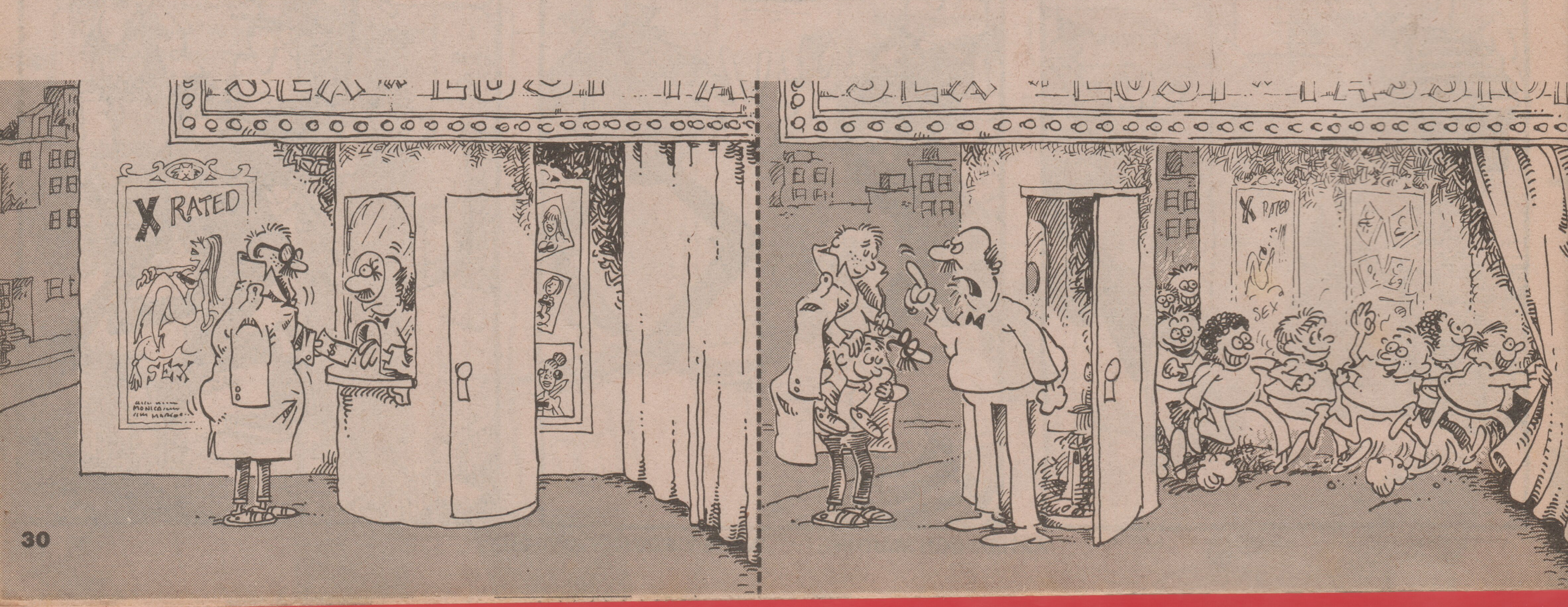
ARTIST: DON MARTIN WRITER: STANLEY SWIERSZ

A MAD LOOK AT GOING

SERGIO ARAGONES DEPT.

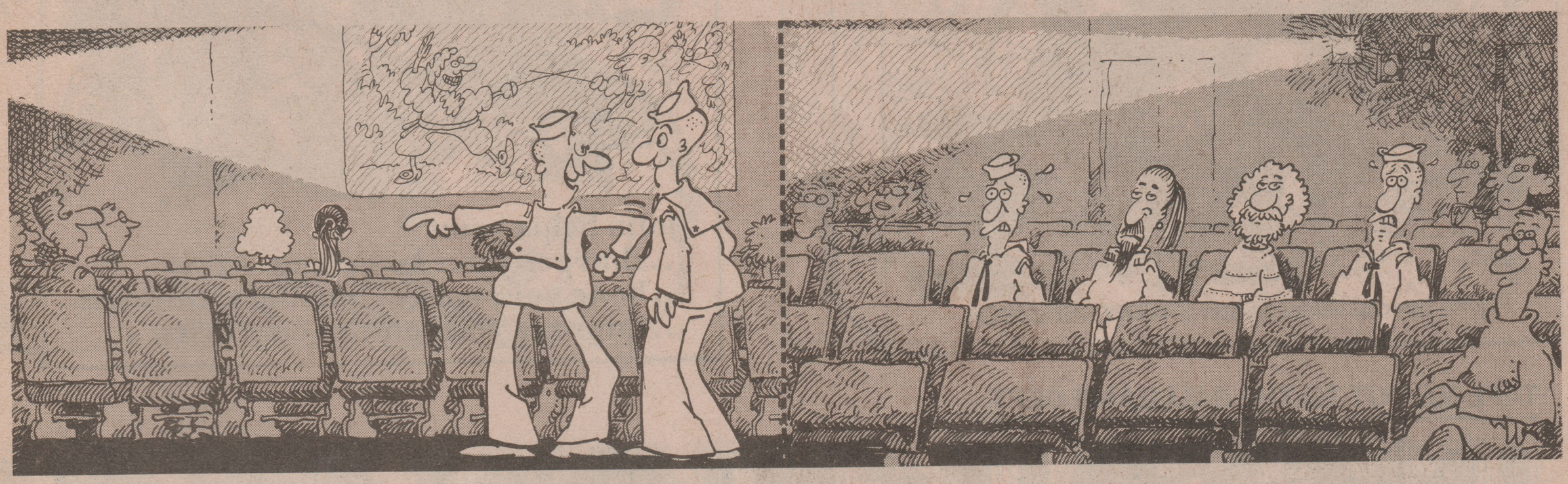


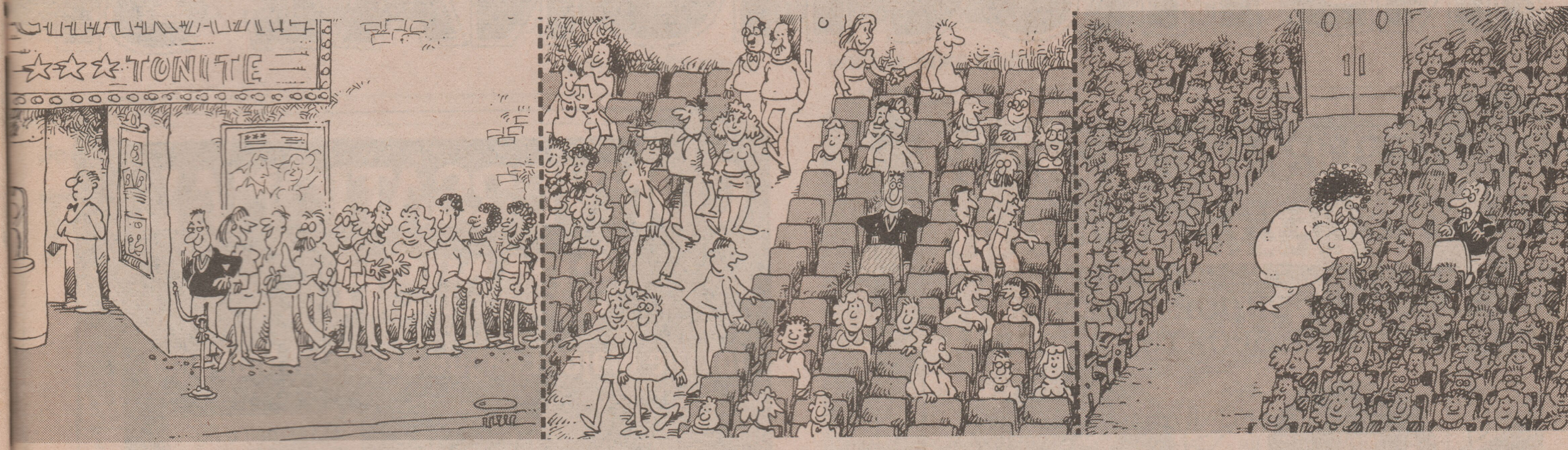


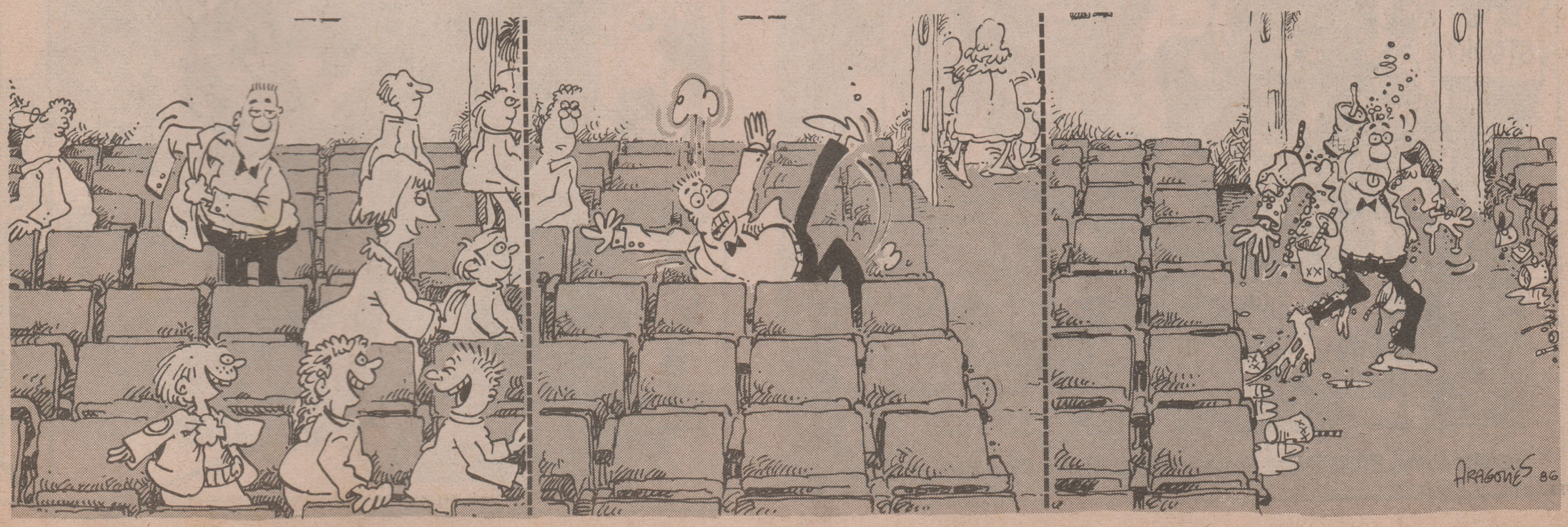


TO THE MOVIES

ARTIST & WRITER: SERGIO ARAGONES

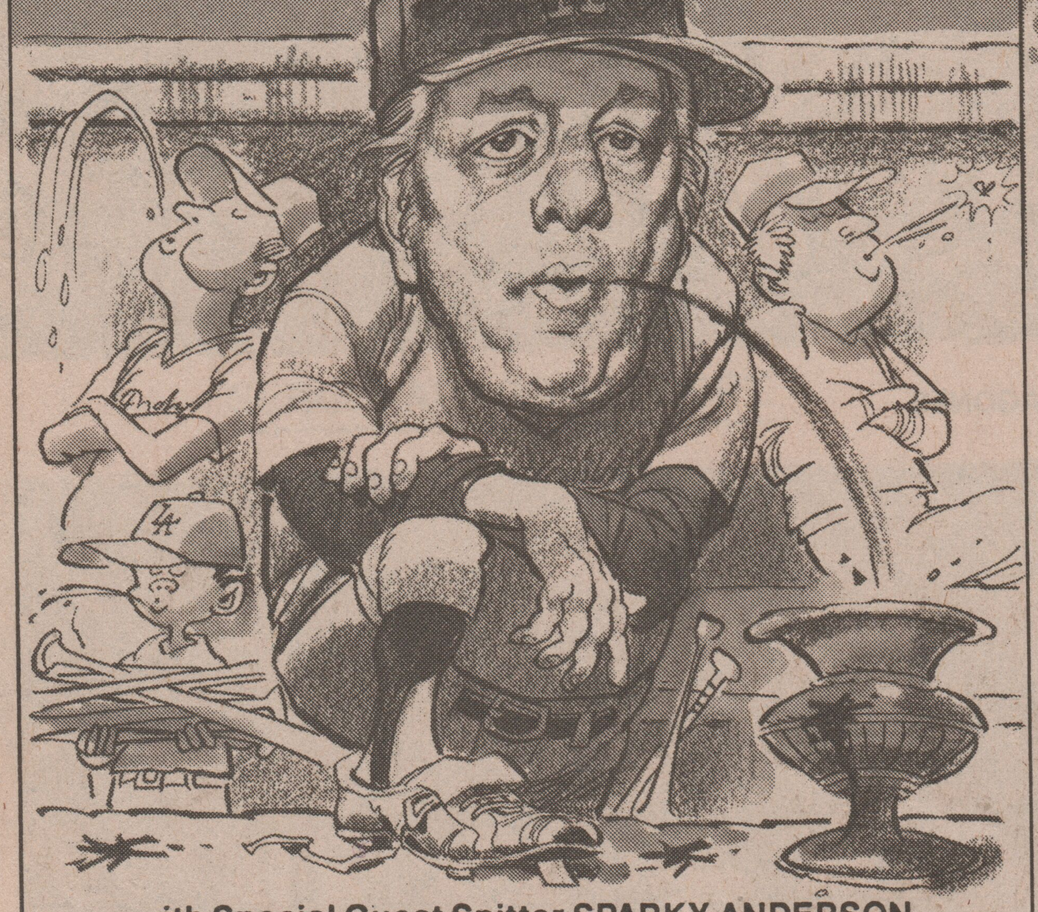






Tommy Lasorda's

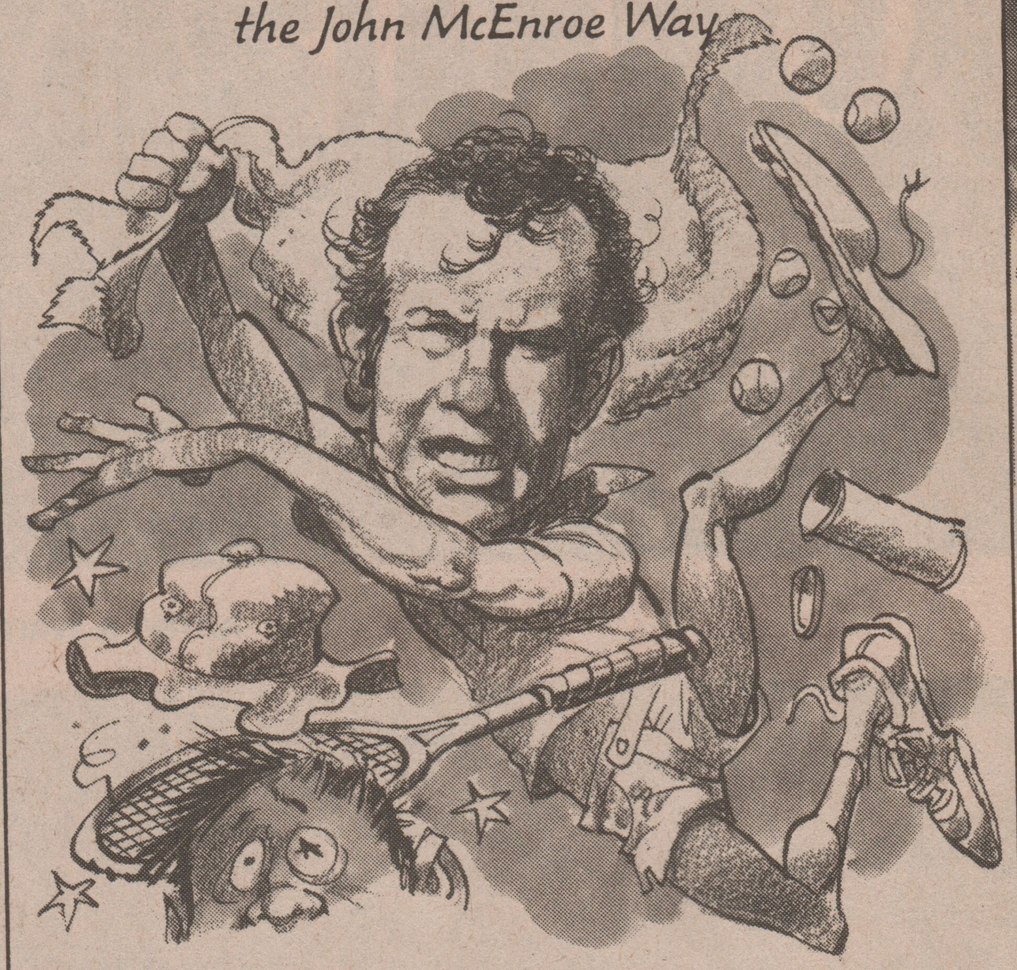
HOW TO SPIT LIKE A PRO



with Special Guest Spitter SPARKY ANDERSON

TANTRUM TENNIS

the John McEnroe Way



John helps you:
...sharpen your swearing skills!
...hone your racket-hurling technique!
...improve your on-the-court fits!

TAPE ME OUT TO THE BALLGAME DEPT.

INSTRUCTIONAL SP

'REFRIGERATOR' PERRY
MARY LOU RETTON

show you how to SUPPLEMENT YOUR PRODUCT ENDORSEMENTS with a PART-TIME SPORTS CAREER

Special Added BONUS: The Fridge's "Quick-Weight-Gain Diet"

CONVERSATIONAL SPANISH

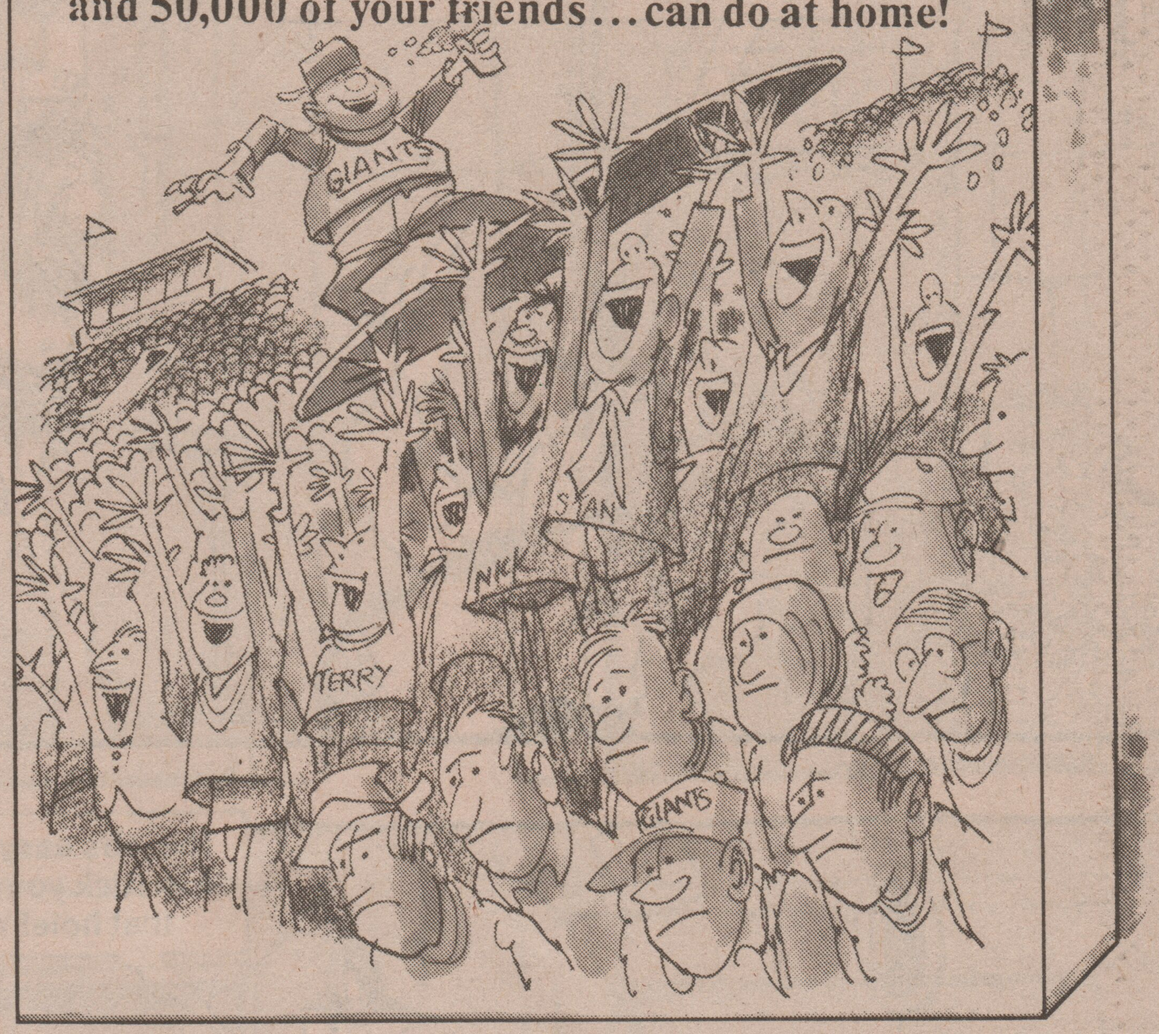
for the Major League Baseball Manager

P.G.A. FASHION TIPS
for the Amateur Golfer

INCLUDES:
- Mixing plaids and stripes like the pros!
- Selecting the colors that clash best for you!
- Where to buy those hard-to-find Pat Boone shoes!
- "Who says polyester is passé?!"

The Sports Spectator Series
DOIN' the "WAVE"

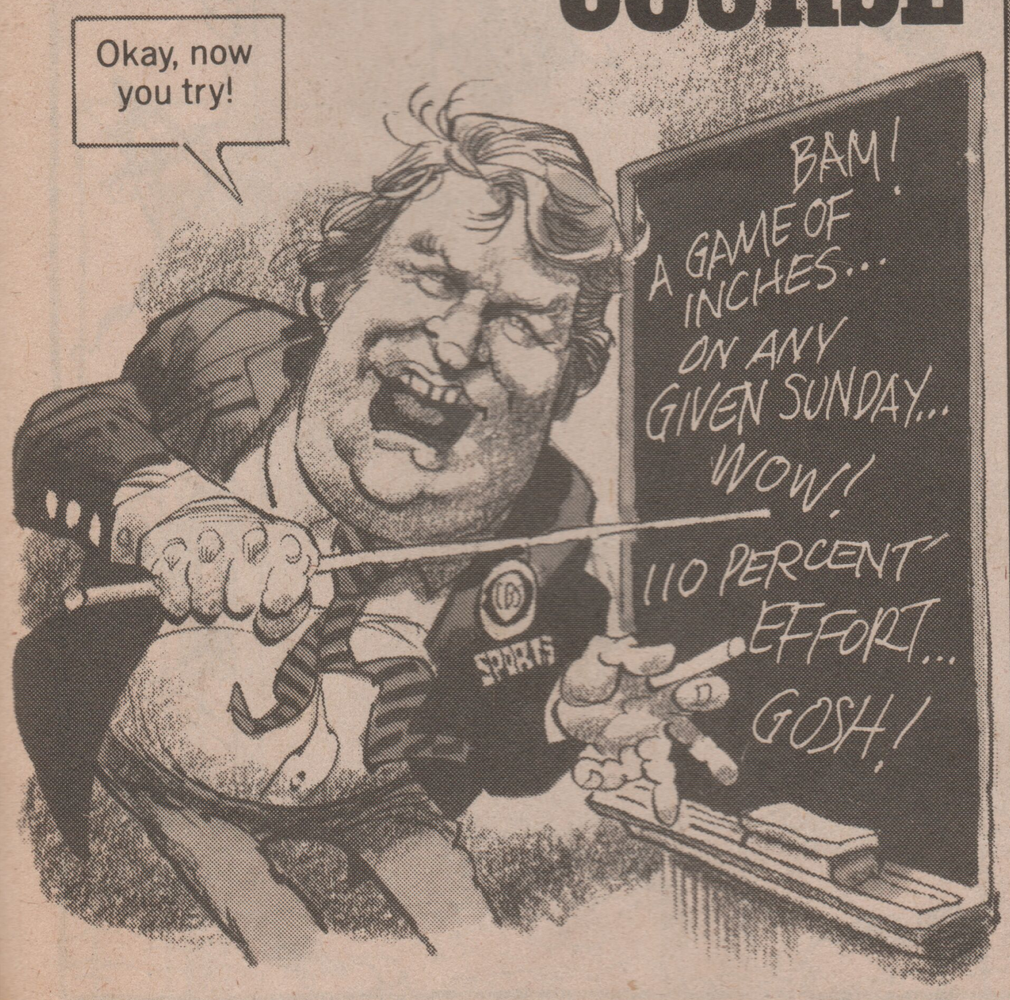
Step-by-step PRACTICE DRILLS you... and 50,000 of your friends... can do at home!



SPORTS VIDEOS we'd like to see

ARTIST: JACK DAVIS WRITER: MIKE SNIDER

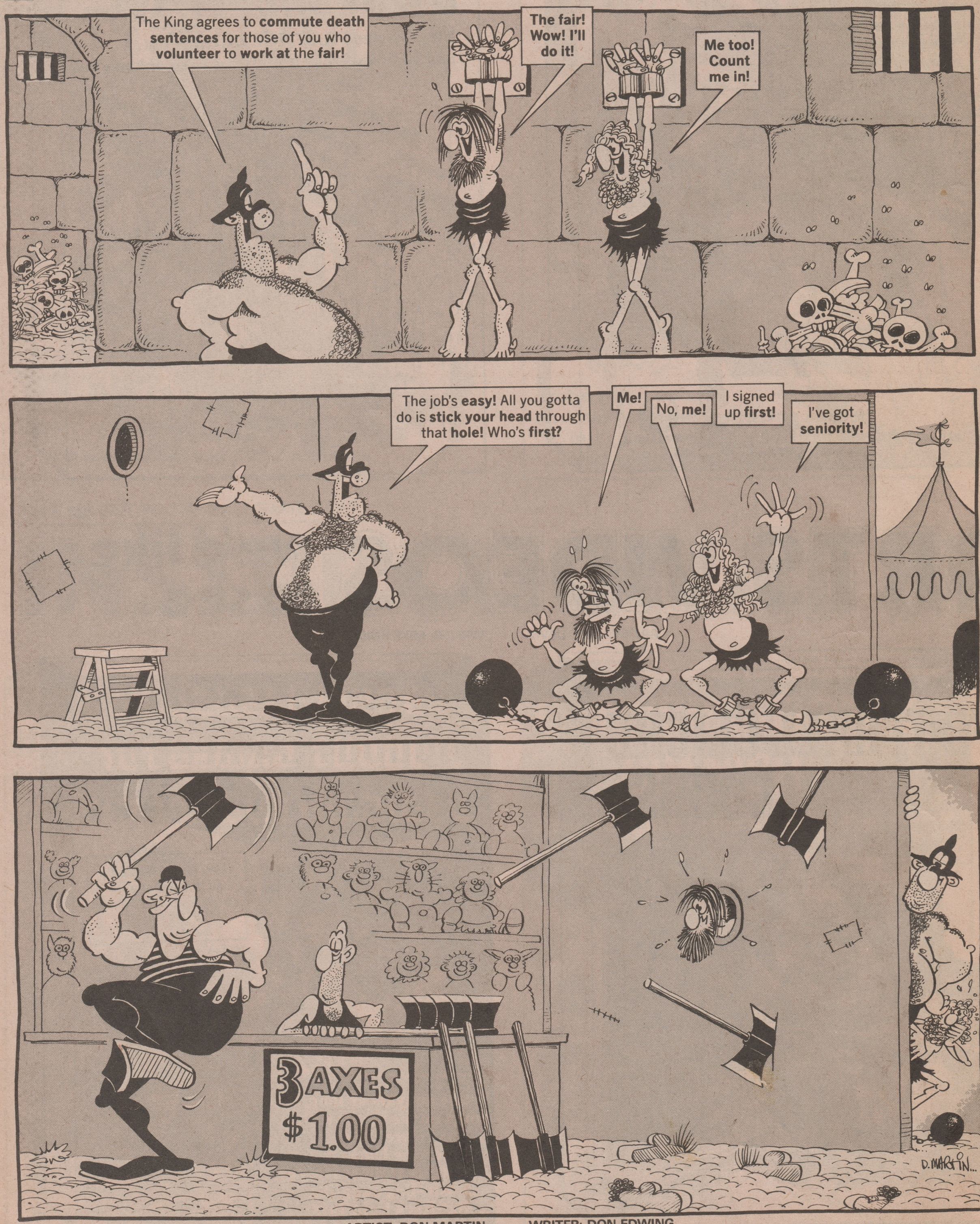
John Madden's "Say-Along"
FOOTBALL CLICHÉ COURSE



REGGIE JACKSON'S DUGOUT GAMES for DESIGNATED HITTERS

While away those long, lonely hours on the bench with...
...Box-Score Poker
...Mock the Ump
...Batting Helmet Hockey
...Rosin-Bag Juggling
...Bat-Rack Coin Toss

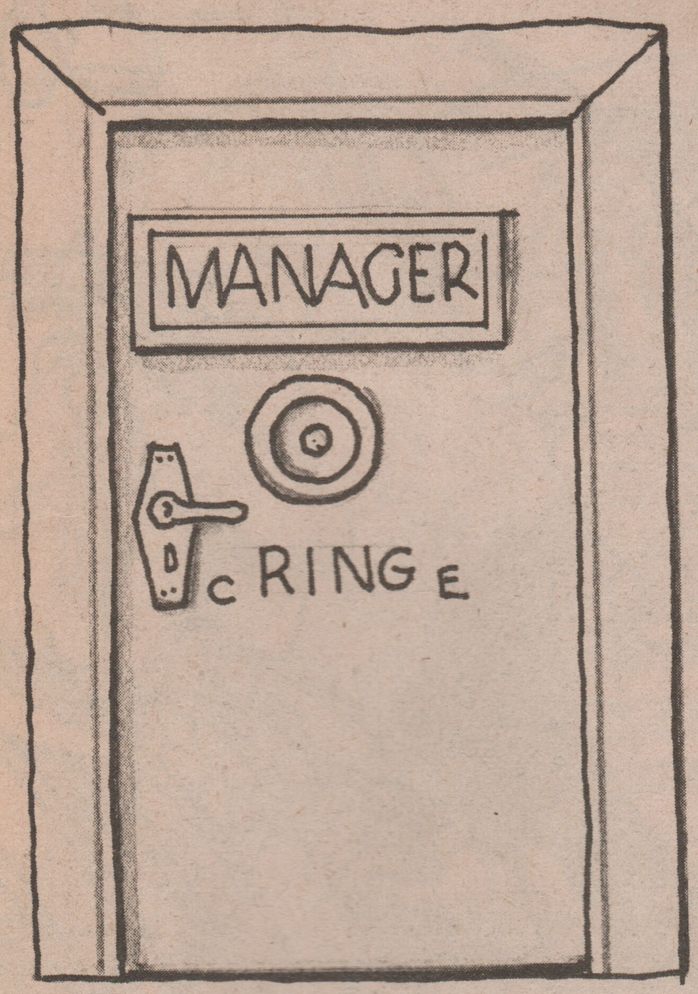
LATE ONE AFTERNOON IN THE DUNGEON

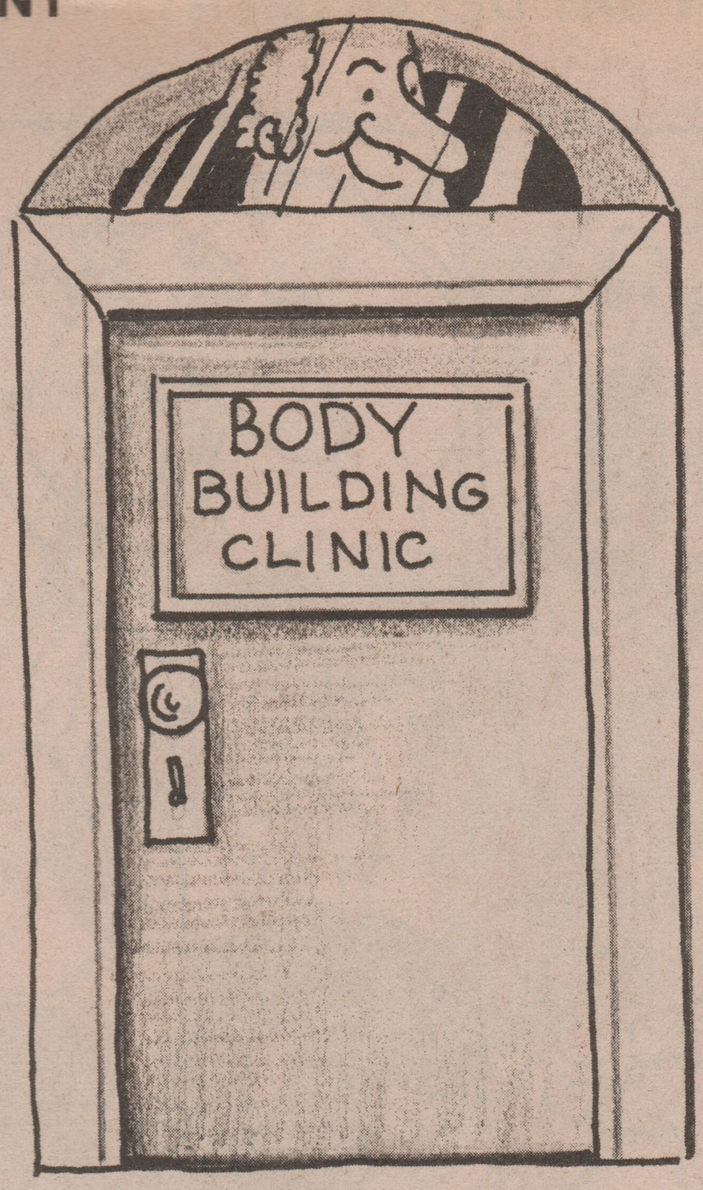


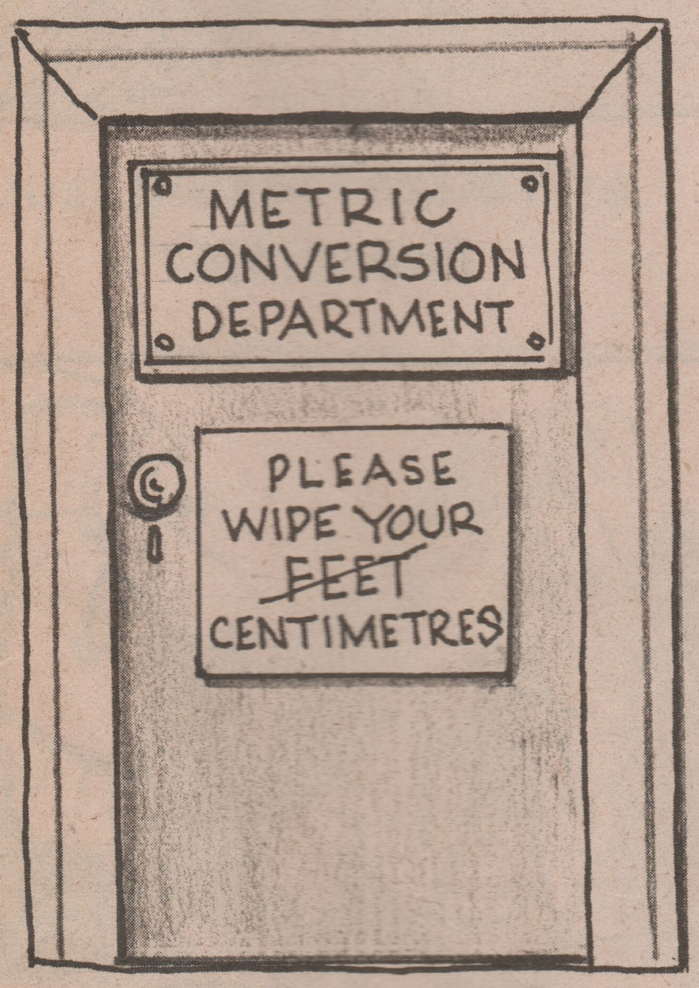
ARTIST: DON MARTIN WRITER: DON EDWING

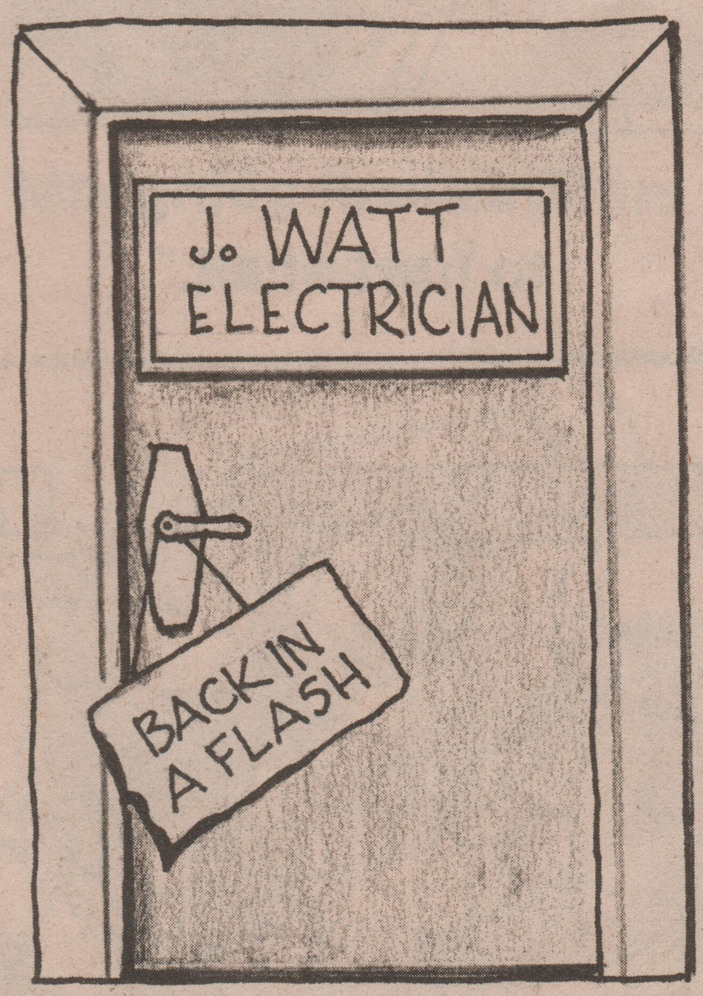
THE OFFICE DOOR DEPARTMENT

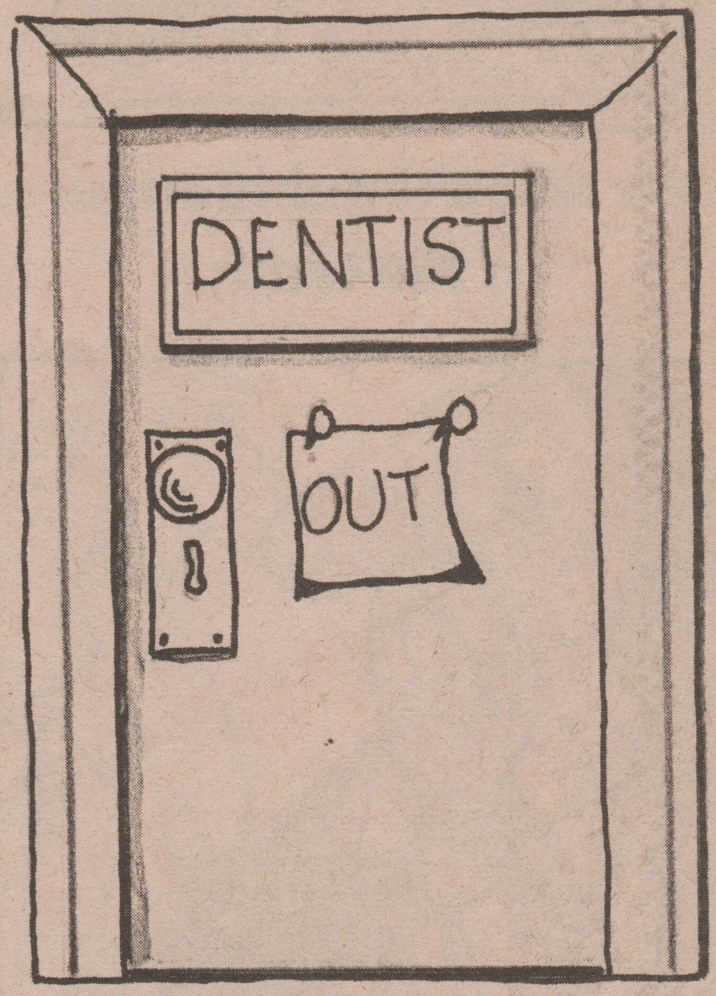
DICK GREGORY

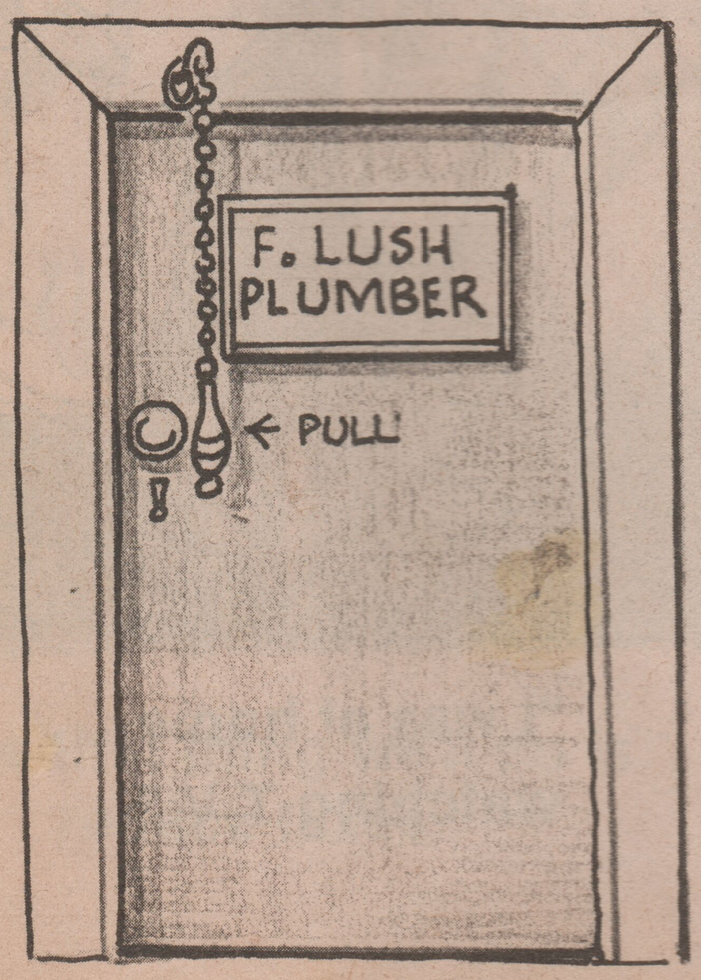


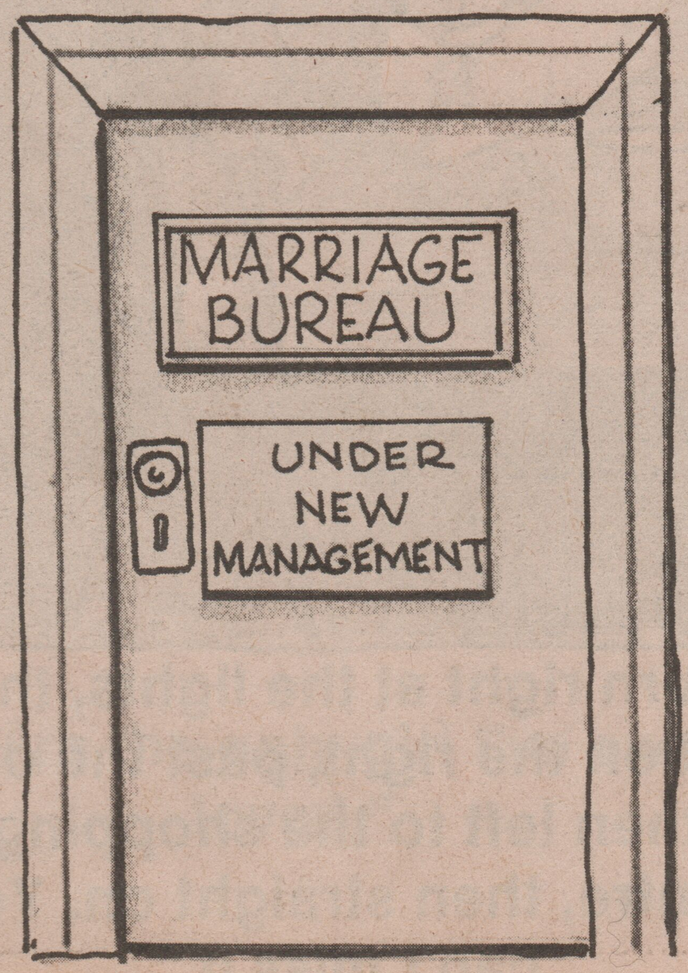


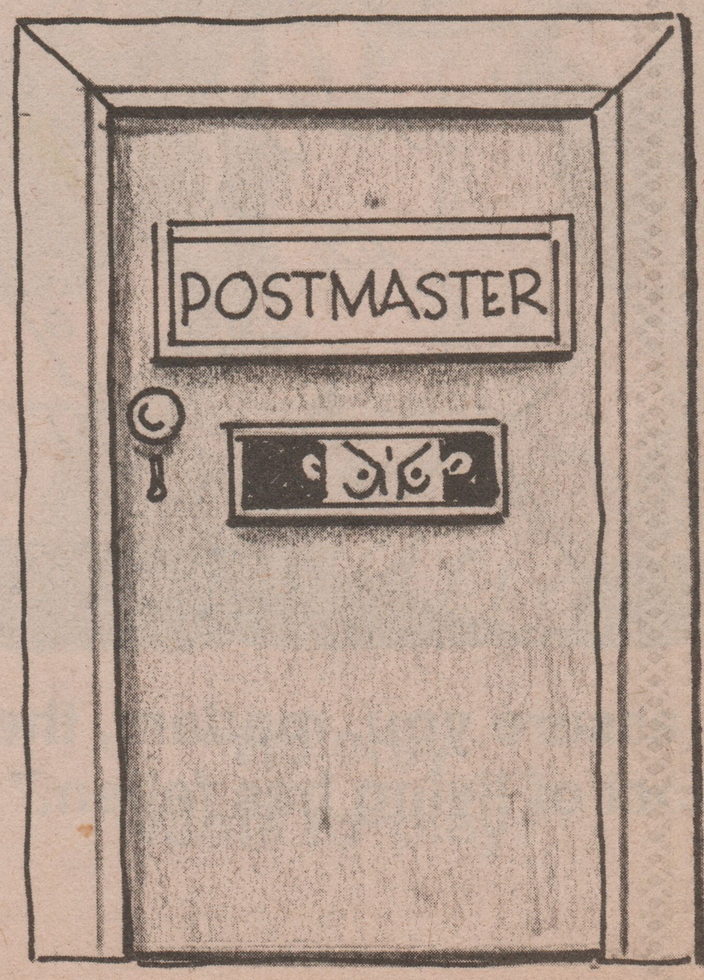








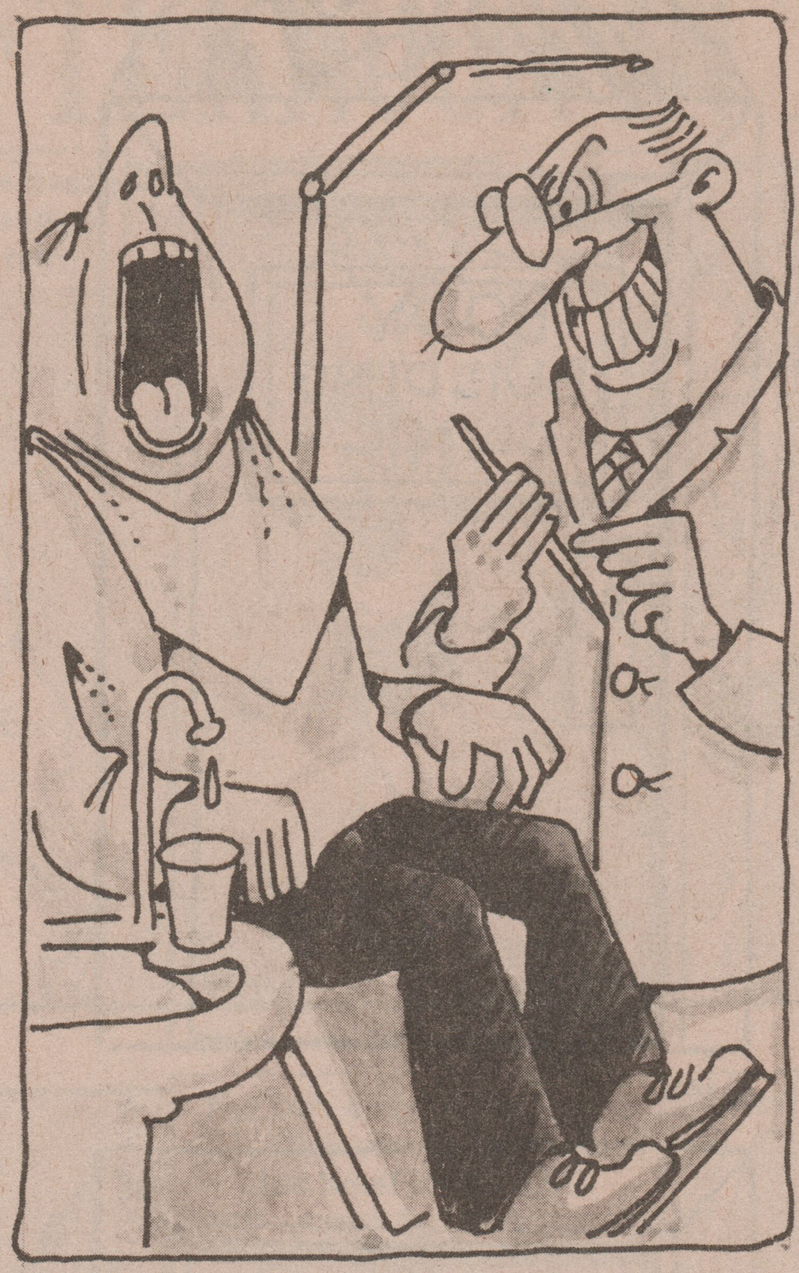




YOU CAN'T BELIEVE A WORD THEY SAY DEPARTMENT

DICK GREGORY

"You'll get him in the tenth."



"This isn't going to hurt at all."

"You're looking fine, mate."

"I assure you, madam, the cost of living has fallen."

"Turn right at the lights, then first on the right, past the oval, then left to the shopping centre, then straight on. You can't miss it."

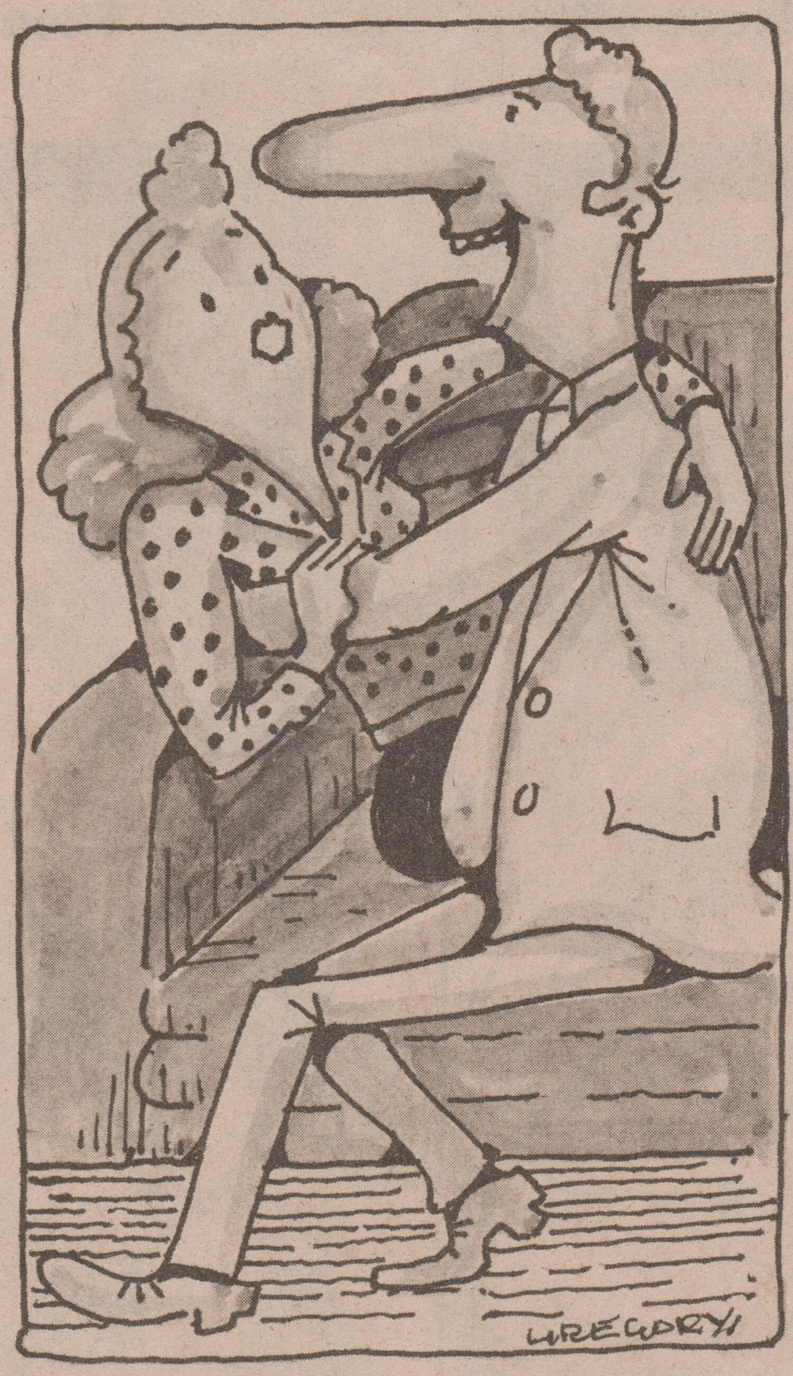
"I was at home watching T.V."

"Just a couple of beers, Offisher."

"Madam looks ten years younger."

"I caught one here last week, this big!"

"The first thing we'll do is reduce taxes."

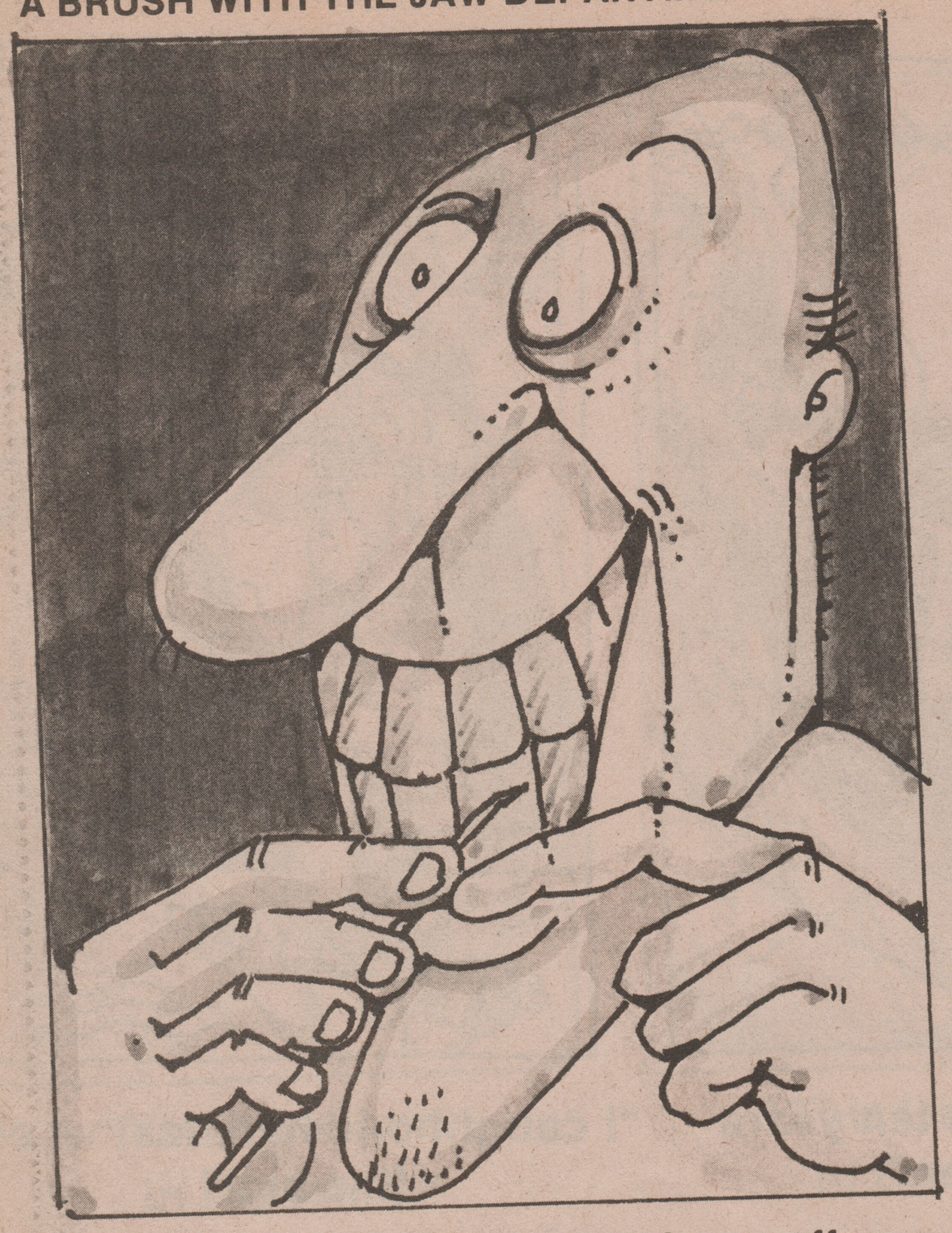


"You're the only girl I've ever loved."

"He only wants to play."

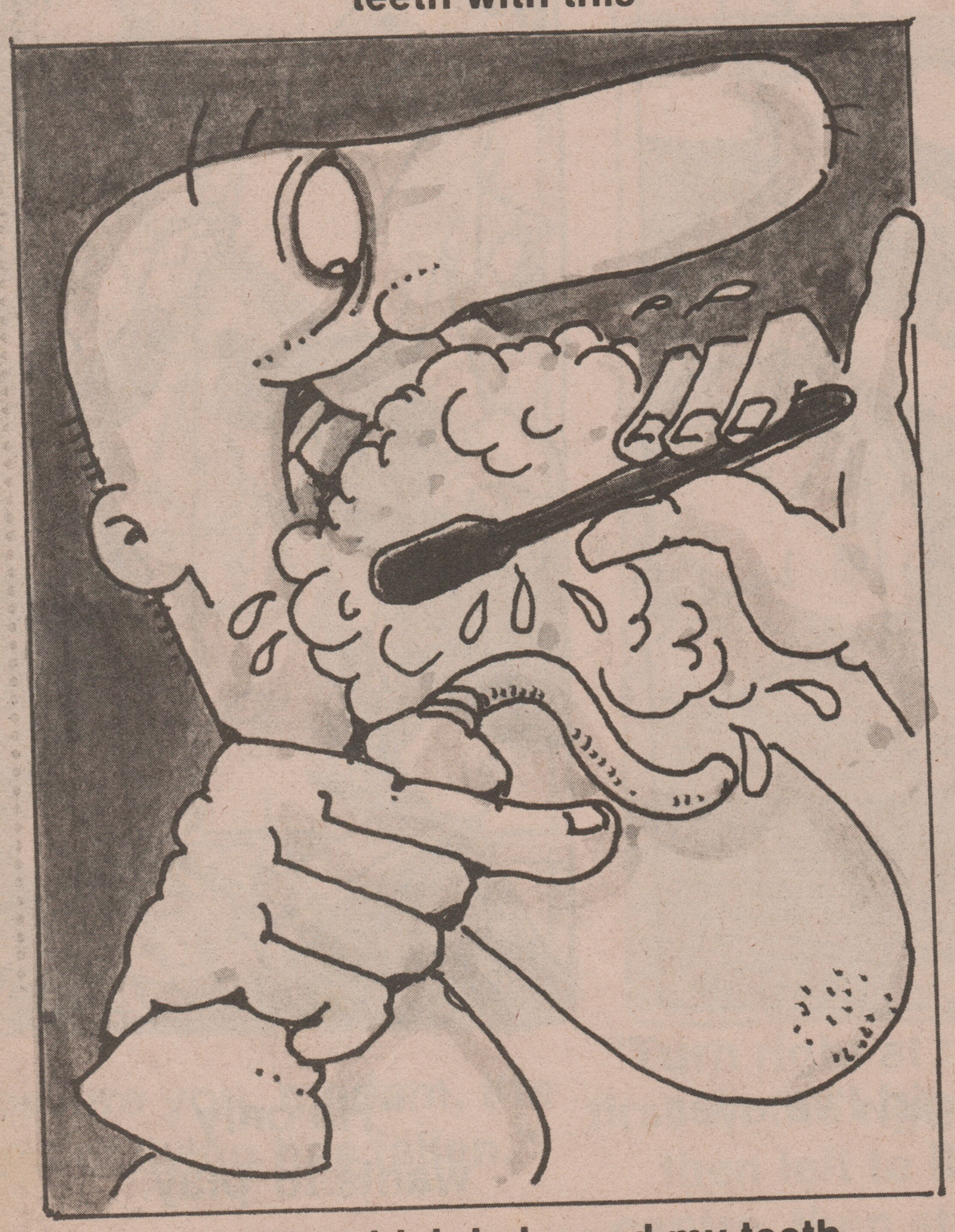
A BRUSH WITH THE JAW DEPARTMENT

DICK GREGORY



1. I used to hate scraping plaque off my teeth with this

2. Then I found this toothpaste



3. With which I cleaned my teeth twice a day

4. After only one week's application I have no more plaque

STAT'S ALL, FOLKS! DEPT.

MAD CHARTS

TOP 16 BEST-SELLING COMPUTER GAME PROGRAMS

	GAME	COMPANY
1.	Alien Cheese Factory	DataDump
2.	Video Spit	Byte It
3.	Frog Baseball	Hatari
4.	Cosmic Brown Crusty Things	CompuCramp
5.	Where's My Hat?	Softsmell
6.	MegaBelch	Japtech
7.	Porkman	Ripoff Industries
8.	Ms. Porkman	Ripoff Industries
9.	Nuclear Hockey Fight	Notari
10.	Pocket Lint Mania	ComTekVid
11.	Bloody Mess	TekVidCom
12.	Terminal Eyestrain	VidComTek
13.	Stinkfoot Jr.	Ratatari
14.	Computer Hairballs	Visivision
15.	The Clams That Wear Sunglasses and Sneakers Are Coming!	Visivisivision
16.	Galaxy of Fuzzy, Blurry Video Images	Softhead Systems

TOP 10 "CONAN" MOVIES
(BOTH RELEASED AND UNRELEASED)

1. Conan the Barbarian
2. Conan the Orthodontist
3. Conan the Really Nice Guy
4. Conan the Musical
5. Conan the Extra-Terrestrial
6. Conan the Dopey Muscle-Bound Body Builder
7. Conan the Haberdasher
8. Conan the Guy Who'll Never Make As Much Money As Sylvester Stallone, but Significantly More than Lee Marvin
9. Conan the Love Bug
10. Conan the King of Beers

TOP 18 PEOPLE LEAST LIKELY TO SUCCEED JOHNNY CARSON AS HOST OF "THE TONIGHT SHOW"

1. Ed McMahon
2. Charles Manson
3. Sly Stallone's brother
4. Lyndon Larouche
5. Joanna Carson
6. The Living Unicorn
7. George Steinbrenner
8. Billy Martin
9. Anyone who does a Lite Beer commercial
10. Bo Derek
11. Kurt Waldheim
12. Larry "Bud" Melman
13. Barney Rubble
14. Pontius Pilate
15. Geraldo Rivera
16. The Iron Sheik
17. Joan Rivers
18. David Letterman

WRITERS: JOE RAIOLA & CHARLIE KADAU

TOP 11 MOST UNSUCCESSFUL FAST FOOD FRANCHISES

1. Choke 'n' Croak
2. International House of Dirty Utensils
3. Kentucky Fried Vermin
4. Spoiled Food of All Nations
5. Bert's Tune-Up Garage and Salad Bar
6. Horton's Rubber Pancake Palace
7. Roy Rodent's Family Restaurants
8. Filthy's
9. Mr. Heartburn
10. The Poison Ice Cream Parlor
11. Unidentified Fried Things

TOP 8 TITLES OF ROBERT LUDLUM NOVELS
(BOTH PUBLISHED AND UNPUBLISHED)

1. The Bourne Identity
2. The Heimlich Maneuver
3. The Crenshaw Melon
4. The Gastineau Rule
5. The Tetanus Shot
6. The Rhinemann Exchange
7. The Mucous Membrane
8. The Menstrual Cycle

TOP 10 VIOLENT SONGS

	TITLE	ARTIST
1.	Gory Days	Bruce Springloaded
2.	I Just Called to Say I Slugged You	Stevie Mugger
3.	Don't Stab So Close to Me	Police Brutality
4.	Slay You, Slay Me	Lionel Stitchie
5.	Killing Me Softly with His Bomb	Roberta Flack Jacket
6.	Girls Just Wanna Have Guns	Cyndi Leper
7.	Little Dead Corvette	Fingerprince
8.	Twist and Shoot	The Beatings
9.	One of These Fights	The Extinct Eagles
10.	Blowin' Up in the Wind	Bob Killin'

TOP 13 TELEVISION SHOWS OF ALL TIME
(AS CHOSEN BY THE DINER WORKERS OF AMERICA)

1. H*A*S*H
2. The Golden Grills
3. Remington Veal
4. The Frying Nun
5. Family Pies
6. Pork and Mindy
7. Stew's the Boss?
8. My 3 Buns
9. 60 Mints
10. Cake and Allie
11. Burger, She Wrote
12. Miami Rice
13. Hogan's Heroes

WHAT RAMPANT FORM OF ADDICTION THREATENS THE FOUNDATION OF OUR SOCIETY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

A very deadly form of addiction is sweeping the land. To find out what it is, fold in the page as shown in the diagram at right.

FOLD PAGE OVER LIKE THIS!

A► FOLD THIS SECTION OVER LEFT

◄B FOLD BACK SO "A" MEETS "B"

CREEPING ADDICTION CAN BE DEADLY. A RECENT AUDIT CARRIED OUT BY RENOWNED STATISTICIANS PROVIDED ABUNDANT EVIDENCE TO PROVE THAT THIS IS THE CASE!

A► ◄B

BASIC BOOKS

MAD CELEBRITY MADBALLS

HULK HEMORRHOID

One pile driver too many!

MICHAEL J. ZITS

TV actor goes from hackneyed to acne!

MARY LOU RETINA

Scored a perfect 20-20 with the gross judges!

MUDONNA

Like our dirty version? Sean Pig Penn does!

VEINY WHITE

This Miss Fortune "Wheel" make you filthy wretch!

ISBN 0 7255 1981 9

WEHK